BROADCASTING

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THE NEWS MAGAZINE OF THE FIFTH ESTATE

Station
WOR
Newark, New Jersey

Constant Repetition of Your Story to the World's Richest Market *Must* Produce Results. Station WOR is Strategically Located in the Greater New Jersey and New York Metropolitan Area and Should Not be Overlooked in Any Campaign Directed at This Market. Let us Help You Design the Program Best Suited to Your Needs.

WOR America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, Inc.
NEWARK . NEW JERSEY
New York Office: 1440 BROADWAY · New York City

XUM

KMOX

ST. LOUIS •

KEY STATION OF THE MISSISSIPPI VALLEY

50,000 watts

• Use a "giant of the air" for your St. Louis or Mississippi Valley radio campaign. 1,800,000 people in the KMOX concentrated Primary Listening Area. 30,000,000 people in its tremendous Secondary Listening Area. The greatest "buy" in Mid-west coverage!

KMOX • With its 50,000 watt transmitter on a cleared channel, is heard regularly throughout the entire Mississippi Valley, it is the only radio station capable of providing satisfactory full time reception to listeners in the St. Louis trade territory.

KMOX • Mail report shows average of 42 states heard from daily during past year.

KMOX • Maintains the finest network program standard, insuring for its audience the best radio entertainment and special broadcasts.

KMOX • Is located at the most strategic point in the United States. KMOX broadcasts from the center —not the rim.

KMOX PRODUCES RESULTS

The following taken from letter dated January 22, 1932, written by Mr. A. F. Ruppenthal, President, Minit-Rub Corp., St. Louis, Mo., and addressed to Radio Station KMOX:

"Last fall we decided to market Minit-Rub nationally, using a few testimonials received from the baseball players.

"Being an enthusiastic radio fan, I decided on radio as the only means of advertising to put over this product, and selected Radio Station KMOX, using two-minute announcements on the Station's Sports Squibs Program. The result was unbelieveable. As a result of one month's broadcasting, Minit-Rub was placed in practically every drug store in the 49th State and the sales mounted to 11,948 packages. All of the large wholesale drug houses in St. Louis have advised me that they have never experienced such tremendous sales on a new product in the history of their organization.

"It may be of interest to you to know that we received wholesale connections through this broadcast from the following cities: Duluth, Minn., Milwaukee, Wis., Chicago, Ill., Peoria, Ill., Pueblo, Colo., Wichita, Kansas, Oklahoma City, Okla., Little Rock, Ark., Fort Smith, Ark., San Antonio, Tex., Syracuse, N. Y., Titusville, Pa., Indianapolis, Ind., Evansville, Ind., Shreveport, La., New Orleans, La., and many towns in Missouri and Illinois."

THE VOICE OF ST. LOUIS, INC.

OPERATING **KMOX**

50,000 Watts • 1090 Kilocycles • 275.1 Meters

Studios and Offices: Mart Building, St. Louis, Mo.
Transmitter: Baumgartner Road, St. Louis County

BASIC STATION OF THE COLUMBIA BROADCASTING SYSTEM

XUM

With the

PRECISION *of a homing pigeon*

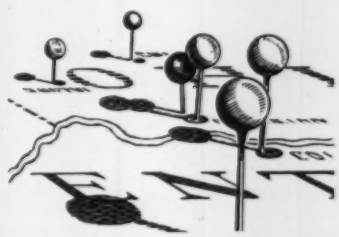
YOUR MESSAGE WILL GO HOME

Here is the World Broadcasting System's answer to one of the most urgent needs of business—lower cost of distribution. Multiple broadcasting using Western Electric Noiseless Recording gives *repeat* broadcasting at no extra cost. Over 125 stations equipped to broadcast by the latest Western Electric Method are available to choose from when building your multiple broadcasting chain over the World Broadcasting System:

New England	12 stations	North West	6 stations
Middle Atlantic	25 stations	South West	15 stations
South East	24 stations	Mountain	2 stations
Middle West	32 stations	Pacific	9 stations

Flexibility, single control, salesmanship multiplied in your chosen sales territories are the characteristics of this profitable, new method for broadcasting. And production by Western Electric Noiseless Recording gives the utmost distinction and prestige.

Ask for book of information: MULTIPLE BROADCASTING.



Let your map pins be your guide for radio broadcasting. This new system is selective. And it multiplies your broadcasting where you want it with no extra cost.

The clients of the World Broadcasting System have the advantage of a method of recording and broadcasting that is the outcome of six years' experiment in the Bell Laboratories.

Users of this System: Olds Motor, Frigidaire, Hupp Motor, Dutch Masters Cigars, Maxwell House Coffee, Chevrolet Motors, Oakland-Pontiac, Life Savers, Edna Wallace Hopper, Phillips' Dental Magnesia, Louis Philippe, Jocur Wave-set.

Western Electric

NOISELESS RECORDING

World Broadcasting System, Inc.

50 West 57th Street, New York City

179 King St., W., Toronto 6-242 General Motors Bldg., Detroit Baker Hotel, Dallas

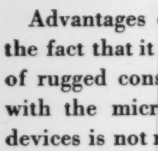
SOUND STUDIOS OF NEW YORK, INC. (Subsidiary of World Broadcasting System, Inc.)

WESTERN ELECTRIC LICENSEE

XUM

Improve your pick-up

. . . with new Western Electric Moving Coil Microphone . . . . .



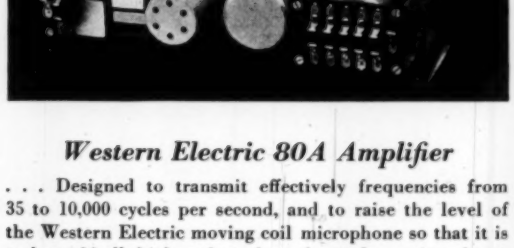
With a uniform response throughout the audible frequency range, Western Electric's new moving coil microphone provides clear undistorted pick-up. Features new to high quality microphones, together with rugged simplicity, assure long life, excellent performance and universal adaptability.

Advantages of the Moving Coil Microphone are: (1) Greater flexibility, due to the fact that it may be used at considerable distance from its amplifier. (2) Because of rugged construction and because the amplifier is not housed in the same unit with the microphone, much of the care formerly required in handling pick-up devices is not necessary. (3) Transmission characteristics are not affected by changes in temperature, humidity and barometric pressure. (4) No polarizing energy needed—use of cobalt steel in permanent magnet assures its permanency. (5) Especially desirable for outdoor pick-up, since effect of wind noise has been greatly reduced. (6) Readily adaptable to the present trend toward single microphone pick-up of most studio programs. (7) Developed by Bell Telephone Laboratories—made to Bell standards for sound transmission apparatus. Desk, floor and suspension type mountings are available for this microphone.

Western Electric

RADIO TELEPHONE BROADCASTING EQUIPMENT

Distributed by **GRAYBAR** *Electric Company*



Western Electric 80A Amplifier

. . . Designed to transmit effectively frequencies from 35 to 10,000 cycles per second, and to raise the level of the Western Electric moving coil microphone so that it is at least 10 db higher than that of a carbon microphone.

Distinctive Features

Single stage amplifier, employing one new Western Electric No. 262A vacuum tube of extremely low microphonic response.

Designed to operate into either a 200 ohm or 50 ohm circuit.

Plate circuit operates from 200 volt DC or rectified and filtered AC source. Filament circuit operates from 12 volt AC or DC source.

Designed to mount on standard 19" rack—takes only 3½" rack space.

All apparatus and the line terminals on rear of panel protected by dust cover. All wiring and apparatus terminals on front of panel protected by metal mat.

GRAYBAR ELECTRIC CO. B4-32
Graybar Building, New York, N. Y.

Gentlemen: Please send me full information and booklet on the Western Electric Moving Coil Microphone.

NAME.....

ADDRESS.....

CITY..... STATE.....

BROADCASTING

The NEWS MAGAZINE *of* THE FIFTH ESTATE

VOL. 2, NO. 7 | WASHINGTON, D. C. | APRIL 1, 1932 | $3.00 PER YEAR—15c A COPY

Society Ready to Announce Copyright Fees

By SOL TAISHOFF

Sirovich Bill Held of No Value to Broadcasting Industry; Composers and NAB Battle at Committee Hearing

P. W. Morency

AFTER CONSIDERABLE delay the new "yardstick" for assessing copyright fees among broadcasters has been prepared by the American Society of Composers, Authors and Publishers. Although the plan has not yet been announced, indications are that the license rates will be based on the earning capacities of radio stations, hotels, motion picture houses and the like. Embittered attacks on the Society, especially in letters from broadcasters, characterized hearings on the disappointing Sirovich bill.

IN THE MIDST of the legislative battle on copyrights, directed largely against the American Society of Composers, Authors and Publishers, comes word from that group that it shortly will announce its new "yardstick" for musical license fees charged broadcasting stations.

Whether the new proposal will be a mere enlargement of the present system which, theoretically, is based on power, or whether it will be based on the earning capacity of stations, as has been threatened, is not divulged. The tendency of the Society, however, according to testimony given before the House Patents Committee March 25, is toward the percentage basis, whether it be radio stations, cabarets, hotels, movie houses or other groups which the Society alleges perform its copyrighted works for profit.

The proposition from E. Claude Mills, new general manager of the Society, is expected within the next week. Paul W. Morency, WTIC, Hartford, chairman of the copyright committee of the NAB, has called a meeting for this month to consider any proposal which may be offered to the industry.

Broadcaster Protests

MEMBERS of Congress have heard, in no uncertain terms, from their constituent broadcasters about the copyright situation. A number of the letters have been read into the record of the hearings on the Sirovich Copyright Bill (H. R. 10740) which were closed March 25 with both the NAB and the Society offering testimony. One broadcaster, Irving Vermilya, general manager of WNBH, New Bedford, Mass., wrote Chairman Sirovich that the Society had jumped his rates 100 per cent. He said that "to call such tactics legalized racketeering is to put it mildly."

Rep. Sirovich March 22 introduced his new copyright bill in the House, to supersede the one he had offered ten days before. From the radio standpoint, in the opinion of observers, his new bill is practically worthless. The first measure he offered, which followed closely the Dill Bill (S. 3985), appeared generally satisfactory, in that it offered equitable protection. In its present form, the new measure, however, simply reduces the innocent infringement penalty from $250 to $100.

The NAB and the Society were among the last groups to be heard by the Sirovich committee. While the bill is expected to be reported out by the committee within the next two or three weeks, Dr. Sirovich agreed to afford the Society, through its counsel, Nathan Burkan, opportunity to redraft certain provisions of the measure, which were held by Mr. Burkan to be not only objectionable, but "unconstitutional."

What was promised by Dr. Sirovich to be a searching inquiry into the Society to "bust" its "racketeering" tactics, turned out to be just another spree of flag-waving and spellbinding by Mr. Burkan, Gene Buck, Society president, and Mr. Mills, late of Radio Music, NBC subsidiary. Mr. Burkan said that the charges levelled against the Society by radio, movie, hotel, slot-machine and other groups, were "propaganda."

Dr. Sirovich did attempt to invade the corporate setup of the Society, to find out about its collections, which Mr. Burkan claimed aggregated only $2,000,000 annually. But he was stopped dead by Rep. Lanham, (D.) of Fort Worth, Tex., who said such an inquiry was unfair, unjust and unreasonable, and that the Society should not be treated in that fashion. Buck, Burkan and Mills agreed, and there that line of inquiry ended.

Bellows Testifies

APPEARING before the Sirovich Committee on March 24, Henry A. Bellows, chairman of the legislative and executive committees of the NAB, opposed certain features of the bill. Going through the bill section by section, he said it did not give the industry adequate protection, although it was an improvement over the present law. He said flatly that the Dill bill afforded broadcasters more protection.

Apparently changing his views as to the activities of the Society, Dr. Sirovich said he regarded the Dill bill as a measure "to appoint undertakers for the American Society." He brought out that no one had sought to have the Society abolished, but that there was house-cleaning to be done.

Referring to that portion of the Sirovich bill which provides copyright in arrangements for sound disk records, electrical transcriptions and other mechanical recordings, Mr. Bellows made a plea for the small broadcaster. "The use of phonograph records," he declared, "has enabled many of these stations to give their listeners far better programs than were possible with the village band and the music pupils in the grade schools. I believe these smaller stations are rendering a very valuable public service, which should not be discouraged or handicapped by Congress. I am afraid that if arrangements for records are subject to a special copyright, in addition to the copyright already acquired for music itself, a very real hardship will be imposed on these small stations, and I earnestly commend their interest to your protection."

On infringements, Mr. Bellows said it was obviously the intention to penalize severely the deliberate infringer, with whom broadcasters have no sympathy. But it is also the committee's purpose, he asserted, to "make things as easy as possible" for the innocent infringer. He suggested that the committee had not gone far enough there, and that the court should be permitted to estimate the minimum reasonable license fee for innocent infringements as low as $10, rather than the minimum $100 damage set out in the bill.

Mr. Burkan, who bore the brunt of the Society's case, seemed to avoid discussion of radio. A later witness, A. B. Boland, counsel for the American Hotel Association, however, brought out that radio had been avoided, apparently for the reason that the bill met with the Society's approval in this general regard. Mr. Boland insisted, however, that the portion of the bill which exempted hotels and like from copyright infringement by virtue of radio reception, be discussed by Mr. Burkan, who had failed to mention it in his analysis. Mr. Burkan then said he opposed the provision, and it was developed that the Society was planning a fee of 15 cents per room per month on "radio-in-every-room" hotels.

Burkan Raps Bill

MR. BURKAN went into a learned discussion of the unconstitutionality of the whole bill, and its alleged abridgment of common law rights. These contentions were ridiculed by Mr. Boland. He said he believed the bill entirely constitutional, but insisted on protection of hotel owners. Mr. Boland declared the "constitutionality stuff" was an old trick in law. He interjected that if John D. Rockefeller knew about the Society and its money-making proclivities, he would "give up all of his oil wells for it."

After Dr. Sirovich had read into the record the letter from Mr. Vermilya, Mr. Mills contended that the station broadcasts many hundreds

(*Continued on page 24*)

The Radio Census—Two Years After

Trade Estimates 4,600,908 Homes Have Been Newly Equipped With Receivers, Bringing Total to 16,679,253

TO UNCLE SAM'S official census of homes with radios, tabulated as of April 1, 1930, and valuable alike to broadcasters and advertisers in calculating marketing areas, there may now—exactly two years later—be added more than 4,600,000 homes that have acquired radios in the interim. This brings the total number of American homes with radios, as of April 1, 1932, to 16,679,253.

The 1930 census of population shows 29,980,146 families or homes in the United States. Thus it may roughly be estimated that well over 50 per cent of the homes of this country has radios.

The new figures are unofficial but none the less reliable. They are based on manufacturers' production records and retail sales surveys conducted by the McGraw-Hill Publishing Co., of New York, publishers of RADIO RETAILING and ELECTRONICS. They confirm other trade statistics showing that radio set sales, especially sales of midgets, have maintained a substantial volume even during the last two years of depression.

Conservative Estimate

THAT the 4,600,908 total shown in the accompanying table is a conservative estimate of newly-equipped homes and does not include replacements, is indicated by the fact that RADIO RETAILING'S annual production figure for 1931 alone shows that 3,420,000 sets were marketed.

That the figure is as reliable as can be obtained is also verified by the conceded inadequacies of the official federal radio census itself, taken though it was along with the decennial census of population. For example, it is a well known fact that many families, fearing that the radio question heralded a tax on radio sets because of the publicity given that method of revenue-getting in foreign countries, answered the question in the negative when it should have been in the affirmative.

Many Not Counted

UNCLE SAM'S census took into consideration only families having radios. They were not asked whether they had more than one radio. Nor were automobile, yacht, summer home, factory, store, club and other radios counted. Even then the census showed that 12,521,214.5 families out of the 29,980,146 counted, or 40.3 per cent, had radios. With an average of 4.1 persons per family, it was calculated that the total audience as of April 1, 1930, was 49,521,214.5. On the same basis, it may be estimated that the total audience as of April 1, 1932, is 68,384,937.3.

This does not include the large audiences that many American stations are known to have in Canada, Mexico and other countries. Although only 600,000 set owners pay the radio tax in Canada, it is believed there are at least 1,000,000 sets in use in that country. Mexico is recorded as having around 250,000 sets.

Though the 1932 figures are large, they do not by any means indicate that the saturation point has been reached in radio set sales—not only of replacements but to new homes. O. H. Caldwell, former Federal Radio Commissioner and editor of RADIO RETAILING and ELECTRONICS, has lately been conducting an interesting campaign via the radio and in the columns of RADIO RETAILING, which reaches some 25,000 dealers, urging them to greater marketing efforts.

He has asked the cooperation of broadcasters because he believes that dealers and their service men can increase radio "circulation" by millions through urging not only new sales but replacements and repairs. The public is being reminded that the standards of good reception are (1) freedom from noises, clicks and buzzes; (2) fidelity of tone or "reality" and (3) ability to hear clearly all nearby stations. Servicing and overhauling of all run-down sets is being urged as a means of attaining these standards, the stress in the campaign being laid upon the slogan "See Your Nearest Radio Dealer."

1932 Census of Radios in the United States

(Compiled as of April 1, 1932, by BROADCASTING and RADIO RETAILING)

State	U. S. census *Homes with radio as of April 1, 1930*	Since census *Sales to homes without radio*	Homes with radio *as of April 1, 1932*	State	U. S. census *Homes with radio as of April 1, 1930*	Since census *Sales to homes without radio*	Homes with radio *as of April 1, 1932*
Maine	77,803	*30,179*	107,982	West Virginia	87,469	*33,372*	120,841
New Hampshire	53,111	*20,291*	73,402	North Carolina	72,329	*27,604*	99,933
Vermont	39,913	*15,193*	55,106	South Carolina	28,007	*10,712*	38,719
Massachusetts	590,105	*224,540*	814,645	Georgia	64,908	*24,720*	89,628
Rhode Island	94,594	*36,050*	130,644	Florida	58,446	*22,248*	80,694
Connecticut	213,821	*82,400*	296,221				
				Kentucky	111,452	*42,436*	153,888
New York	1,829,123	*695,250*	2,524,373	Tennessee	86,229	*32,754*	118,983
New Jersey	625,639	*237,930*	863,569	Alabama	56,491	*21,527*	78,018
Pennsylvania	1,076,770	*412,000*	1,488,770	Mississippi	25,475	*9,682*	35,157
Ohio	810,767	*309,000*	1,119,767	Arkansas	40,248	*15,347*	55,595
Indiana	351,540	*133,900*	485,440	Louisiana	54,364	*20,394*	74,758
Illinois	1,075,134	*412,000*	1,487,134	Oklahoma	121,973	*46,350*	168,323
Michigan	599,196	*228,145*	827,341	Texas	257,686	*97,850*	355,536
Wisconsin	364,425	*137,299*	501,724				
				Montana	43,809	*16,789*	60,598
Minnesota	287,880	*109,180*	397,060	Idaho	32,869	*12,566*	45,435
Iowa	309,327	*117,420*	426,747	Wyoming	19,482	*7,416*	26,898
Missouri	352,252	*133,900*	486,152	Colorado	101,376	*38,625*	140,001
North Dakota	59,352	*22,660*	82,012	New Mexico	11,404	*4,429*	15,833
South Dakota	71,361	*27,192*	98,553	Arizona	19,295	*7,365*	26,660
Nebraska	164,324	*62,521*	226,845	Utah	47,729	*18,128*	65,857
Kansas	189,527	*72,409*	261,936	Nevada	7,869	*2,987*	10,856
Delaware	27,183	*10,300*	37,483	Washington	180,229	*68,495*	248,724
Maryland	165,465	*63,139*	228,604	Oregon	116,299	*44,290*	160,589
District of Col.	67,880	*25,750*	93,630	California	839,846	*319,300*	1,159,146
Virginia	96,569	*36,874*	133,443				
				U. S. Total	12,078,345	*4,600,908*	16,679,253

Brown Confirmed as Commissioner

Patrick Named Chief Counsel As Colonel Takes Office

Thad H. Brown

WITH the swearing into office of Col. Thad H. Brown on March 28 as Commissioner for the Second Zone, the Radio Commission will immediately proceed with consideration of important questions of policy which have been held in abeyance during the ten weeks that the Brown nomination was pending before the Senate. Col. Brown was confirmed by the Senate on March 18, but because of the formalities attending such appointments he did not take the oath of office until ten days later.

Duke M. Patrick

Duke M. Patrick, assistant General Counsel, was appointed to succeed Col. Brown immediately. His promotion had been regarded as a foregone conclusion because of the excellent record he has established in the handling of radio litigation.

Col. Brown's confirmation came after a two-hour speech by Chairman Couzens of the Senate Interstate Commerce Committee, who opposed the appointment as "political" and who charged the former Ohio secretary of state with malfeasance in that office. Senators Dill, (D.), of Washington and Fess, (R.), of Ohio, defended Col. Brown and refuted the Couzens charges. There was no record vote, and, as discerned from the press gallery, only Senator Norris, (R.), of Nebr., and Robinson, (D.), of Ark. voted with Senator Couzens against confirmation.

Named by President Hoover on Jan. 14 to succeed Commissioner Ira E. Robinson of West Virginia as second zone member, Col. Brown was called before the Interstate Commerce Committee and subjected to a one-man grilling by Senator Couzens. The Committee, however, ordered a favorable report to the Senate by a 10 to 1 vote.

As successor to Mr. Patrick, Elmer W. Pratt and Ralph L. Walker, attorney-examiners, are being considered. The examiner's post thus left vacant probably will not be filled.

The oath of office was administered to Col. Brown by Judge Chas. S. Hatfield, of the Court of Customs and Patent Appeals, one of Col. Brown's close friends.

New Station Licensed

A NEW broadcasting station for Kosciusko, Miss., was authorized by the Radio Commission March 18 in granting the application of the Attala Milling and Produce Co. for a construction permit for 1500 kc., with 100 watts, unlimited time. The application was granted without a hearing.

Nationalized Radio Plan Fought in Canada

By JAMES MONTAGNES
Special Canadian Correspondent

Broadcasters, Opposed to Government Monopoly, Propose Two-fold System to Protect Private Interests

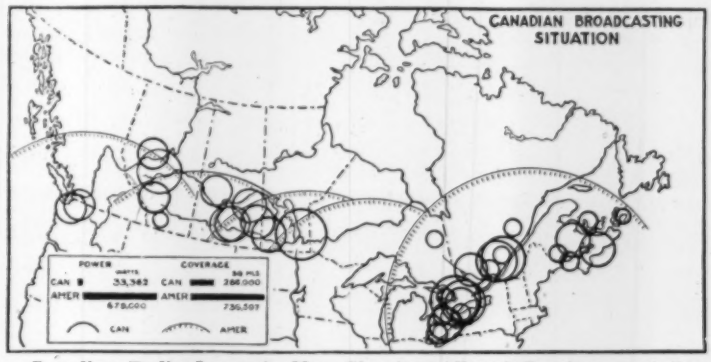
WHETHER Canada is to have nationalized radio or private ownership of broadcasting stations or both will soon be decided. The last step in the four-year-old question is now being considered by a committee of the Canadian Parliament. Made up of the members of all three government parties, this committee will submit its recommendations to Parliament for a final decision.

All obstacles have been overcome. A Royal Commission in 1929 drew up a system of nationalized radio, including technical details. The Supreme Court of Canada and the Privy Council in London, the highest tribunal in the British Empire, have both decided that radio broadcasting is a matter for Dominion rather than provincial control, the point having been raised by Quebec, New Brunswick and Ontario. Public hearings have been held from coast to coast, and various systems in use in Europe and North America have been studied by the Royal Commission. The present Parliamentary investigation offers the last chance for broadcasting interests and those favorable to the present system of broadcasting to come forward and state their case.

The campaign for nationalization of radio has been wide spread since the report of the Royal Commission was issued in 1929. The Canadian Radio League was formed to create public opinion for nationalization along the lines proposed by the Commission. Labor organizations joined in, while everywhere the present programs were criticised because of excess advertising. Especially network programs originating in the United States have been severely criticised, not so much for the programs, which most listeners consider far superior to those of the Canadian stations, but because of the consistent advertising. Manufacturers who compete with sponsors of American programs over Canadian stations in the Canadian field have raised particular objections. The tariff barriers put up by the United States against Canada have not eased this ill feeling. On account of all this highly qualified opinion in Canada is that the stage is being set for a radio system similar to the British.

Federal Control Board

THE PRESENT plan for the nationalization of broadcasting calls for the establishment of at least seven 50 kw. stations from coast to coast, with a number of smaller stations in the more populous districts. A federal commission of twelve would be appointed to direct broadcasting. Three of these members would represent the Dominion government and one would be named from each of the nine provinces. Under this plan each province would look after its own program needs.



Canadian Radio League's Map Showing Alleged Dominance of Dominion Coverage by U. S. Stations.

Present owners of stations would be allowed compensation for the value of their equipment. This was estimated at the present hearing by Dr. Augustin Frigon, one of the Royal Commissioners, at $1,000,000. The cost of erecting the chain of stations, the report stated would be about $3,225,000. But at the Parliamentary hearing Commander C. P. Edwards, a fellow of the Institute of Radio Engineers and the director of radio for the Dominion, estimated $2,000,000 would be adequate to finance a service providing fairly good coverage from coast to coast. The Royal Commission has estimated that an annual grant of $1,000,000, together with nearly another $1,000,000 from license fees, which would be raised from $1.00 to $3.00, plus $700,000 from sponsored programs would finance the operations of a nationalized system.

Ashcroft's Protest

ONE OF the arguments advanced by private broadcasting interests through R. W. Ashcroft, general manager of the Trans-Canada Broadcasting Company, in opposition to nationalization, is that these sums would be inadequate. Operating the best stations in Canada and with 30 years of advertising experience to back him up, Mr. Ashcroft maintains that advertisers will not pay $700,000 a year just to have an announcement of the sponsor's name at the beginning and end of the program. Indirect advertising of this type would be allowed under the proposed nationalized system. Also he maintains that it would cost nearer $10,000,000 to operate a good chain of stations, and that the cost of talent would bring the total to $15,000,000 a year.

The bulk of the opposition to a nationalized system comes from Montreal and Toronto, where the most stations are located, and where listeners now get adequate coverage. Since the opening of the Parliamentary investigation an Ontario Radio League has been formed to oppose the influence of the Canadian Radio League. The Ontario organization is sponsored by broadcasting interests.

A national radio system, say the broadcasters, would give the party in power at Ottawa a decided advantage over its opponents, especially during elections. Broadcasters admit that the present system could be improved by stricter government supervision but not by nationalization. They advocate setting up two chains in Canada, one under government control and operated by Canadian National Railways, which directs more than a dozen stations from coast to coast, the other chain to use the privately owned transmission wires of the Canadian Pacific Railway. This would give healthy competition.

A commission of three similar to the Canadian Railway Commission would supervise broadcasting, arrange price scales and allot time and wave lengths. Such a policy would weed out many obsolete and inefficient stations now operating in Canada and would give private ownership a better chance to control the quality of its programs and the amount of advertising.

Wave lengths are another ticklish point in the present scheme, the government ownership forces stating that more are needed and the private interests contending Canada has enough if they are properly organized. The government has for some years endeavored to obtain more wave lengths by mutual consent with the United States, but the number remains at that set in 1927, namely six exclusive bands and eleven shared. The present situation has stopped any building of high powered stations, but plans have been drafted for stations up to 100 kw. in power. No wave lengths have been available, however, and those in favor of nationalization are urging a quick decision as to policy so that more bands may be sought at the Madrid conference. Fifteen exclusive bands and four shared channels are desired.

Newspapers' Attitude

IT IS INTERESTING to note that newspaper editorials are gradually changing from their 1929 view of private ownership to that of nationalization. With the exception of the Montreal papers, both French and English, practically the whole Canadian press is now advocating that Canada should protect its air rights and take broadcasting out of private hands. Even the papers opposed to public ownership are changing their minds on this question. Undoubtedly, blatant advertising over small Canadian stations and on many of the American chain programs has played a large part in this change of mind, for being next to the United States, Canadians feel about the same on questions of public versus private ownership of utilities. Public opinion is growing daily for something more useful in radio than long winded advertising harangues.

A. A. A. A. to Hold Annual Convention

RADIO advertising will share in the discussion of problems before the fifth annual convention of the American Association of Advertising Agencies to be held April 14 and 15 at the Mayflower Hotel, Washington, D. C. Agency officials, publishers and others associated with advertising will attend from all parts of the country.

Plans for the convention are now being worked out by a committee composed of C. D. Newell, chairman of the board of the A. A. A. A. and president of Newell-Emmet Company; John Benson, president of the A. A. A. A.; Kenneth Groesbeck, vice-president of McCann-Erickson, Inc.; Carleton L. Spier, copy chief of Batten, Barton, Durstine & Osborn, Inc.; G. Lynn Sumner, president of the G. Lynn Sumner Co.; Stewart L. Mims, vice-president of J. Walter Thompson Co.; H. H. Kynett, partner in the Aitkin-Kynett Co., and Frederic R. Gamble, executive secretary of the A. A. A. A.

FOLLOWING a space-conserving experiment that lasted less than a month, the NEW YORK TIMES has restored complete program listings of the major New York stations which it had previously regularly carried. The new idea tried out was the listing of an hour-by-hour "outstanding events" schedule on selected stations. Protests by readers and loss of circulation presumably led it to restore the old schedules while also retaining the "outstanding events" listing.

XUM

Congress Active on Radio Legislation

Davis Bill Reported Favorably With Drastic Changes; Wire Tax Dropped; Hearings Held on Labor Bill

DESPITE the legislative jam created by budget balancing efforts, Congress has plunged into consideration of a maze of broadcasting subjects that have vital bearing on future operations of all stations. Significant developments on Capitol Hill during the past fortnight were:

The Senate Interstate Commerce Committee ordered a favorable report on the Davis Omnibus Bill (H. R. 7716), drastically amending the measure as passed by the House in several particulars.

Chairman Sirovich, of the House Patents Committee, introduced a new copyright bill (H. R. 10740) which, according to observers, does little in the way of protecting broadcasters, but which may be amended to follow the theme of the more equitable Dill Bill (S. 3985) introduced in the Senate. Hearings were held on this new bill before the Sirovich Committee. A more detailed account of copyright activities is contained in this issue.

Hearings were held before the subcommittee of the Senate Interstate Commerce Committee on the Hatfield Bill (S. 3047) to give labor a clear channel and 50 kw.

The proposed 10 per cent tax on all telephone and telegraph lines used in broadcasting was knocked out of the revenue bill by the House Ways and Means Committee. This action was taken on recommendation of the National Association of Broadcasters, and the networks, who held it was discriminatory and would seriously affect every station. With the overturn of the sales tax provisions of the bill, however, radio may be hit in another way, through a possible imposition of a five per cent retail price tax on radios and phonographs. Then there is the proposal, which hardly can be regarded seriously, that a five per cent tax be placed on radio advertising revenues, which Rep. LaGuardia (R.) of N. Y., claims would raise $5,000,000.

License Fee Planned

AS AMENDED by the Senate Committee the Davis Omnibus Bill becomes a formidable piece of legislation. The actual amendments, as this was being written, had not been drafted, but were entrusted by the Committee to a subcommittee comprising Senators Couzens, (R.) Mich., Dill, (D.) Washington, and Pittman, (D.) Nev. The nature of the amendments, however, is known.

Among other things, a license fee system would be established covering all licensed users of the ether, but striking particularly at broadcasting, as a means of raising about $1,000,000 in annual revenue to defray the cost of radio administration. Senator Dill offered the scale drafted by the Commission some time ago, which was based both on power and quota units, with the base rate of tax $25 per unit per year, and would tax other licensed users to a lesser extent. The proposal, however, is purely tentative, and will be revised radically before being finally placed in the bill. It appears that some sort of license fee system ultimately will be enacted.

The committee ordered that the anti-lottery broadcast provision of the bill be written to conform more nearly to the restriction embodied in the postal law governing periodicals. The committee believed that as the House passed this section a broadcasting station would even be restricted from reporting the results of a horse race.

Political "Time"

THE POLITICAL section of the Radio Act (Section 29) will be broadened to make it mandatory for broadcasting stations to allow any speaker for a political candidate to have a chance to answer an opponent on the same station. Moreover, any political party or organization would have to be given the same privilege, and stations must throw open their facilities for public referenda on political questions. Finally, it was decided that stations be not permitted to charge political candidates more than card rates for time. This was ordered in spite of the fact that newspapers charge special rates for political advertising.

Relaxation of the alien ownership clause, whereby one-fifth stock ownership or board representation by foreigners will be permitted, was ordered by another amendment. This was done to take care of International Telephone & Telegraph Corporation, which has several aliens on its board, and which raised the issue at hearings before the Committee last month.

The appeals section was ordered amended to conform with the

(Continued on page 25)

Status of Radio Legislation

The following tabulation shows the present status of radio legislation in Congress:

SENATE

S. 4—Fess radio educational bill, pending Committee on Interstate Commerce.
S. 21—King copyright bill, pending Committee on Patents.
S. 22—King bill licenses for unused patents, pending Committee on Patents.
S. 176—Hebert copyright bill, pending Committee on Patents.
S. 481—White omnibus radio bill, pending Committee on Interstate Commerce.
S. 750—McNary bill to prohibit lotteries, pending Committee on Interstate Commerce.
S. 1035—Tydings copyright bill, pending Committee on Patents.
S. 1037—Dill bill transferring Radio Division to Commission, passed by Senate and pending before House Committee Merchant Marine, Radio & Fisheries.
S. 1866—Dill patent bill, pending Committee on Patents.
S. 2374—George bill to give City of Savannah, Ga., naval radio station being abandoned, pending Committee on Naval Affairs.
S. 3046—Dill bill on clear channels, pending Committee on Interstate Commerce.
S. 3047—Hatfield bill for labor clear channel, referred to subcommittee: Hatfield, Brookhart and Bulkley.
S. 3649—Shipstead bill to change allocation, pending Committee on Interstate Commerce.
S. 3985—Dill copyright bill, pending Committee on Patents.
S. Res. 28—Howell bill for investigating possibility of broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 58—Dill bill to investigate RKO, pending Committee on Audit and Control.
S. Res. 71—Dill bill providing for broadcasting from Senate chamber, pending Committee on Rules.
S. Res. 129—Couzens-Dill resolution for advertising investigation by Radio Commission, passed by Senate and now in effect.
S. Res. 146—Blaine resolution calling on Attorney General for status of R. C. A. suit, passed by Senate.
S. Res. 163—Dill resolution calling upon the State Department to call a North American broadcasting conference, pending Interstate Commerce Committee.

HOUSE

H. R. 139—Vestal copyright bill, pending Committee on Patents.
H. R. 256—Christopherson bill prohibiting radio lotteries, pending Committee on the Judiciary.
H. R. 410—French lottery bill pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 421—Hoch bill to amend I. C. C. Act to define radio as "Common carrier" pending Committee on Interstate & Foreign Commerce.
H. R. 6039—Sirovich bill to transfer Radio Commission to Department of Commerce, pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 7253—Connery bill to provide clear channel for labor, pending Committee on Merchant Marine, Radio & Fisheries.
H. R. 7507—Lea bill on ocean vessel radio equipment in Canal Zone, passed by House pending Senate Committee Interoceanic Canals.
H. R. 7716—Davis radio omnibus bill, passed by House; reported by Senate Committee now on Senate calendar.
H. R. 8759—Amlie bill prohibiting radio advertising on Sunday, pending Committee on Merchant Marine, Radio & Fisheries.
H. Res. 10740—Sirovich copyright bill.
H. Res. 80—Horr resolution to investigate Radio Commission and NBC control of Pacific Coast stations, pending Committee on Rules.
H. Res. 110—Amlie resolution on free speech, pending Committee on Merchant Marine, Radio & Fisheries.

I.C.C. Report on Radio Issue is Expected Soon

WITHIN the next few days the Interstate Commerce Commission will make public the report of Examiner W. M. Cheseldine in the case raising the question of that agency's jurisdiction over the broadcast rate structure. Based on the complaint of the Sta-Shine Products Co., of New York, against NBC and WGBB, of Freeport, N. Y., filed last October, the report will be the first step in determining whether broadcasting stations, under the Radio Act of 1927, are public utility common carriers, open to all comers and therefore subject to rate-fixing and regulation like rail carriers.

Examiner Cheseldine already has submitted his proposed report, based on the jurisdictional question only, following hearings in New York last December. It is considered likely that the full commission will hear oral arguments in the case after exceptions are filed.

Press-Radio-Movies

COOPERATION among the newspapers, the motion pictures and the radio was urged by Louis Wiley, business manager of THE NEW YORK TIMES, in an address at the convention of Motion Picture Theater Owners of America at Mayflower Hotel in Washington, in March. Such united effort, he said, is essential to the success of the general reconstruction program under way.

Claims "Scoop"

JOHN SHEPARD, III, owner of WAAB, Boston, and head of the Yankee Network, claims a "scoop" for WAAB in the broadcasting of first word of the Lindbergh baby kidnapping. He reports that Don Morton, announcer, standing by to give the station's call letters, broadcast a 25-word bulletin that came over the teletype from the Boston Herald at precisely 11:29:30 p. m., EST, March 1.

Radio Garden Club

ORGANIZATION of a radio garden club is being sponsored by the New Jersey College of Agriculture and its experiment station at New Brunswick in connection with a weekly broadcast of hints on amateur and professional gardening over WOR, Newark. Listeners enrolling in the club are given pamphlets from the college, the U. S. Department of Agriculture and digests of the broadcasts.

200 Kw. Station

EUROPE'S first out-and-out "American Plan" station, of 200 kw. power, is nearing completion at Luxembourg, and initial tests may be expected on or about April 15. Designed to be thoroughly commercial, the station will endeavor to saturate the entire continent with its programs behind its terrific power.

News Broadcasts Build Paper's Circulation

By BOAKE CARTER and KENNETH W. STOWMAN
Philadelphia Daily News — Staff, WCAU, Philadelphia

Philadelphia Tie-up Reveals Fallacy of Press Skepticism; Presentation, However, Must Be Lively, Explanatory

MANY PUBLISHERS whose newspaper circulation has fallen off for one reason or another are prone to blame what they term the encroachments of broadcasting on their field. They have jumped at the conclusion that listeners who hear news broadcasts will not buy papers. Just the contrary is true, according to this testimonial from a newspaper man and a station executive, based on eight months of practical experimentation.

AT MANY of the press association meetings during 1931 the reaction of a great percentage of the publishers was against cooperation with radio stations. The main objection was the giving to a station, without charge, news to be broadcast. Many newspapers claimed that it would be the ruination of the press, and the general question was raised, "Is radio news broadcasting a benefit or a detriment to newspaper circulation?"

Last June WCAU entered into an agreement with THE PHILADELPHIA DAILY NEWS to present twice daily 15 minutes of news. So successful has this agreement worked out for both parties that a renewal for one year was signed last December. Definite conclusions have been reached after the first six months of broadcasting, and the question answered to the effect that "radio news broadcasting, if presented in the right manner, tends to increase the circulation of newspapers."

Lets go back a number of years. We find that up until the time of the foundation of THE LONDON DAILY MAIL, newspaper editors throughout the world were content to continue day after day to offer their readers a record of daily events that made the reading of a Congressional report exciting in comparison.

Then along came Lord Northcliffe with his ideas of pictures, of human interest stories, of features, of sprucing up the typographical presentation of the news, and he so outstripped his deadly conservative competitors that, in time, they were forced to adopt his revolutionary ideas of presentation.

Came News Broadcasts

THEN ALONG came radio. A New England editor, with an eye for the novel and the unique, began to broadcast news bulletins picked from his paper. The old timers shook their heads. "You're killing your circulation," they said to him. "No one will buy a newspaper when presented with the news free, via the radio." They continued on their way, ignoring this upstart—for such they considered radio news broadcasting. But the public became interested in the younger editor's experiment. They liked to receive his daily digest of the news. As they wanted to know a little bit more about the stories they heard, they bought that editor's paper. The circulation manager began to rub his hands and added more delivery trucks to supply his suburban readers.

Then the old timers began to worry. The "upstart" wasn't dying. On the contrary, it had all the appearances of turning out to be a pretty lusty little fellow. Consequently some of the old timers pocketed their pride and timidly accepted this new born child. In a short time the new arrival became a pet of the family and thrived mightily on the attention bestowed upon him.

Many newspapers which have taken up broadcasting are inexperienced in the duties of parenthood, and because of that inexperience are killing the infant by giving it the wrong kind of food. Some newspapers are applying the written and unwritten rules of journalism to radio, a thing which cannot be done if they expect the child to thrive.

A newspaper is as different from the radio in its methods of presentation of news as black is from white. A newspaper appeals to the impersonal side of a reader. Each individual reader is able only to get out of a newspaper that which his own particular intelligence permits. But the radio appeals to the personal side. It has a human voice. It is alive, vital, intimate, as opposed to the cold paper and cold print of a newspaper. The news brought by the radio is personal to every listener when presented and explained by an experienced newspaperman in language which is understandable to all classes.

Explanations Essential

IF A NEWSPAPERMAN offers his news in a humdrum, singsong voice, just as it is written in the news pages, he will be fighting a losing battle. The monotony of his voice is repellent, and his listeners probably are as good at repetition as he is. But news presented in a vivid, live, stirring manner, with editorial comments interspersed, creates a desire in the listener to read news stories which, heretofore, were dry and uninteresting.

Most people are interested in the news if they have it explaind to them intelligently. They have neither the time nor the inclination to wade through long accounts and form opinions for themselves. After all, most of the public's opinions are formed by newspaper editorials, by public speakers, by public men in responsible positions or by editorial comment on the air. The most influential of these mediums is the radio for the simple reason that a greater mass of people is reached at one time.

Reads the Paper

IF A MAN is particularly interested in some subject that the radio editorialist presents, he will continue his interest through his newspaper, which nine times out of ten, is the paper for which his news commentator radios. If he is not interested in some subject, he will not bother to read about it in his paper until—mark this—his interest has been aroused by editorial comments on the air about that subject. Then he will suddenly discover that national and international problems, which heretofore seemed dull, are vital and important to himself and his family.

Thus, once that man's personal interest is aroused, he becomes educated to follow the news story in a paper, news which heretofore meant nothing to him.

For instance, consider Prime Minister Laval's visit to President Hoover. To the general public, Laval was just a foreign diplomat on a visit. They liked to read about the crowds that greeted him. They liked to read of his impressions of the country. Beyond that, the public wasn't interested. But when it was explained over the air what seemed to be the real reason behind Laval's overtures to the President of the United States, THE PHILADELPHIA DAILY NEWS and WCAU received hundreds of letters from members of the radio audience whose interest had suddenly been aroused.

Another illustration will explain the situation more thoroughly. Not so long ago a letter was received from a man who said he had never been able to understand the Sino-Japanese situation until he had heard several broadcasts over WCAU. Now, he said, he is able to buy his DAILY NEWS, read the dispatches from China, and understand better what is going on over on the other side of the world.

In other words, the radio news dispatches, translated into every day language, arouse the hitherto passive interest of a listener to such active interest that he buys his paper daily to see what are the latest developments.

Perhaps one of the most pernicious errors which news broadcasters can make is that of almost completely overlooking what a newspaper man calls "a human interest story." The news commentator, being a newspaper man, is so completely wrapped up in his own conception of what constitutes news—as it is printed in his daily paper—that he forgets when he speaks over the radio that he is giving news through an entirely different medium.

The newspaper is an inanimate thing to everyone but a newspaperman. The reader doesn't see the human side, the life blood pulsating through the newspaper: he doesn't see something alive and vital and quivering, as does every newspaperman in his own paper.

To the reporters a newspaper is something terribly human. To a reader a newspaper is merely a daily habit. The reader only derives from his newspaper that which his intelligence permits.

But radio news broadcasting is a strange and bewildering field to the newspaperman—a field which is dominated by the listener. If the listener does not like the type of news given by the commentator, he turns the dial to something else. A man almost always buys his newspaper from habit, but he tunes in his radio from choice. Hence it can be easily seen that unless the radio news commentator can bring to his listeners stories that will hold their interest, he is a failure as a news commentator.

Dramatizing News

FOR EXAMPLE the story recently received from North Carolina about a man who was sentenced to death because he stole a pair of shoes—first degree burglary in North Carolina being punishable by death—is a yarn that can be made to hold a radio listener spellbound. This story was worked up into a four-minute dramatic little yarn and broadcast over WCAU in this manner. Imagine to yourself, the "crime."

"The burglar peers quickly this way and that—He climbs a fence—Stealthily he drops to the other side—Silently he glides across a moonlit lawn, keeping within the friendly embrace of countless shadows—He reaches the house—He jimmys open a mindow—Over the window sill he slides—Creak! A noise! His heart misses a beat—He stands stock still—All becomes

(*Continued on page 28*)

WFLA-WSUN Experiment May Affect Technique of Regional Radio Stations

Wilmotte Designs Directional Antenna to Reduce Signal Toward Milwaukee and Permit Increased Power

W. Walter Tison

THE FUTURE of most regional broadcasting stations may hinge upon the success of the new directional antenna just installed by WFLA - WSUN, Clearwater, Fla., in an effort to comply with the court mandate instructing it to reduce its signal in the direction of Milwaukee, according to W. Walter Tison, director of the station.

Designed by Raymond Wilmotte, British authority on transmitting aerials, the antenna is the first to be installed in this country for broadcast use. Mr. Tison said it is the opinion of WFLA-WSUN officials that the new radiating system will function as claimed by its designer and that it will become standard equipment of regional stations seeking to serve only their own trade areas.

Because of interference caused on the 620 kc. channel used by the Florida station as well as by WTMJ, Milwaukee, the Court of Appeals instructed the Radio Commission to "measurably reestablish" the service area of the Milwaukee station as it existed prior to 1929, when certain shifts were made on the channel. The Commission reduced WFLA-WSUN's power from 1 kw. night and 2½ kw. day to 250 watts night and 500 day, pending installation of the new equipment at a new location. If the Wilmotte antenna is effective in curtailing the signal toward Milwaukee, the station will be permitted to use the higher powers.

A Foreign Angle

"DOWN HERE, where we see radio differently," said Mr. Tison, "the idea of shielded transmission appeals to us from many angles. The foreign situation is getting bad. Cuba has recently put into operation many new stations on almost all the so called clear channels or split frequencies. Unless the American stations agree on something soon, it will mean a clear U. S. channel shared with a Cuban or Mexican station."

The station will begin testing the new aerials late in April under the personal direction of Mr. Wilmotte. Associated with Mr. Wilmotte in the project is Lieut. Commander T. A. M. Craven, consulting engineer. Construction of the new station and antenna is being directed by William P. Hilliard of Chicago and Joe H. Mitchell of Clearwater.

The aerials of the new system consist of two vertical radiators which are fabricated steel towers 200 feet high and set in place on a special Lapp insulator designed especially for this type of work. Three guy wires with interlocking insulators hold the verticals in place.

The vertical radiators are set exactly a quarter-wave apart with the transmitter about midway and slightly back of the direct line between the towers. A transmission line comprising three wires properly spaced in accordance with the transmitting frequency feeds the respective towers. The line also is a quarter-wave long and is arranged in a semicircle to accomplish this end. The towers are excited and with proper phasing to accomplish what might be termed as the positive and negative effect to distort the field pattern in a given direction.

The experiment is of importance, Mr. Tison said, because "it is a known fact that a regional station can appeal to the higher courts and curtail the service of another and more successful regional which might be sending a strong signal outside its zone." He declared this happened to WFLA-WSUN in the WTMJ litigation.

The new transmitter is a 5 kw. Western Electric with the 50-cycle panel and visual frequency indicator. The building is a brick structure 60 x 40 feet and is located on a ten-acre tract overlooking "Old Tampa Bay" within sight of the cities of Clearwater, Tampa and St. Petersburg.

Opposition Voiced To WMT Removal

OPPOSITION to the application of WMT, Waterloo, Ia., for authority to move to Des Moines was presented at hearings before Examiner Walker March 16 to 18 on the ground that objectionable interference would result to stations on the same and adjacent channels.

Considerable testimony related to the proposal to install a directional antenna, designed to curtail the signal in given directions. For WMT, Commander T. A. M. Craven, consulting engineer, testified that the system, designed by Raymond Wilmotte, British inventor, would be effective in controlling the field pattern of the station. Frank Falknor, engineering consultant, of Doolittle & Falknor, Chicago, testifying in behalf of WREC, Memphis, operating on 600 kc. with WMT, declared interference results from the present operation of WMT and that it would be even more pronounced should the station be permitted to move.

Also appearing in opposition to the removal were WHO-WOC, Des Moines-Davenport, represented by Frank D. Scott and E. Hanson; WOW, Omaha, represented by Paul M. Segal, and WDAF, Kansas City, represented by Louis G. Caldwell. Paul D. P. Spearman appeared as counsel for WMT, and George Strong for WREC. Vera Burke, manager of WMT and Hoyt B. Wooten, manager of WREC, testified.

Radio Previews

WINS, New York, is the first to adopt the practice of "previewing" programs in the manner that new motion pictures are tried out unannounced on audiences. Unusual programs scheduled for regular presentation on the station are presented as surprises at various times in the week before they are due to begin on the air. If they are commercials, the sponsors' announcements are omitted in these previews. The station has been getting unusual reactions from these surprise previews, and many of the letters they have attracted have been helpful in the final revision of the program for regular presentation.

KFYR is Praised By Winnipeg Party

TO EXPRESS their appreciation for the radio service KFYR, Bismarck, N. D., is giving a half million listeners in Manitoba and Saskatchewan, 21 business men of Winnipeg paid the station a goodwill visit on March 14. Most of the delegates were dealers in retail and wholesale radio equipment, whose businesses have benefitted from the American station's service.

An editorial in the BISMARCK CAPITAL characterized the visit as an "unusual compliment" to Bismarck's leading station and to its manager, P. J. Meyer. "The visitors," said the editorial, "not only came to show their appreciation but asked what they could do to aid KFYR in its future operations. Among other things increased power and a clear channel were advanced as proposals that the Canadian organization would urge upon the American Federal Radio Commission."

Ziegfeld Will Stage His "Follies of the Air"

FLORENZ ZIEGFELD has turned his talents to radio and on April 3 will inaugurate a series of weekly programs to be known as "Ziegfeld Follies of the Air" over 70 stations of the CBS network under the sponsorship of the Chrysler Corp., Detroit.

The noted theatrical producer will not only introduce the stage stars himself over the radio but he will also arrange, rehearse and direct each half-hour program. For the first three weeks, the feature will be on the air Sundays from 8 to 8:30 p. m.; thereafter it will be heard on Sundays from 10:30 to 11 p. m., both EST.

Declaring in a formal statement that he welcomed the opportunity to test his showmanship on the radio, Ziegfeld said: "I long have been interested abstractly in radio technique and have given considerable thought to differences inherent in stage and radio presentation. I believe firmly that radio has much to learn from the stage and that, in turn, the stage may profit from the radio."

Opposition to Disk Broadcasts Fading

Survey Shows Listeners Want Quality First, Says Bowen

WHATEVER prejudices that have existed against electrical transcription largely have been dispelled, according to Scott Howe Bowen, president of the firm of station representatives bearing his name. A recent survey, he declared, reveals that the vast majority of radio listeners "have come to accept transcription programs in the spirit in which they are created." The discriminating radio audience, he added, will not today accept such radio fare as child pianists, local comics, strained sopranos and other amateur talent as must necessarily be presented by stations operating in smaller communities.

Asserting that the quality of network programs makes it mandatory that local programs be of equal merit, Mr. Bowen said most listeners will accept no entertainment that does not measure up to a "very high standard."

"To most rural listeners, and, for that matter, to most city dwellers a radio program takes on no flesh and blood aspects," he said. "To them a broadcast performance can never be other than a remote quantity. So your listener is but little interested in whether live, breathing persons pour it into a mike, for instant use, or whether they engrave it in wax for future reference.

"During my four years as station representative, I have watched, with mounting interest, the growth of transcription programs. At the start only local merchants would use them on small stations. The next step came when larger advertisers recognized in the medium an excellent opportunity for localized coverage. The third swift stride was taken when national advertisers, desiring continental coverage, awoke to certain advantages offered by recorded broadcasts.

"I cite the case of the Charles E. Hires Co., of Philadelphia. This concern ties up radio with their current newspaper and magazine advertising campaign. They have taken the 'Centerville Sketches' series by E. L. Cox and have spotted their bi-weekly presentations on five major stations, WOR, Newark; KDKA, Pittsburgh; WLW, Cincinnati; KYW, Chicago, and KNX, Hollywood. Beyond satisfying their coverage needs, the makers of Hires Root Beer regard electrical transcriptions as a safeguard against talent disappointment and other errors that occasionally creep in wherever the human equation is concerned."

Bridge Broadcasts

ELY CULBERTSON, noted authority on bridge, starting April 4 will be presented three times a week over NBC-WEAF network and Canadian outlets of NBC under sponsorship of William Wrigley, Jr., of Chicago. A million booklets are to be distributed in connection with the broadcast. The Frances Hooper Agency, Chicago, handles the account.

XUM

$10,000 in Advertising Solicited by Phone

By LUCIUS S. FLINT

KFXF Increases Accounts 25 Per Cent in Ten Weeks; Variety of Approaches Used to Interest Prospects

ONE OF THE MOST difficult problems of all advertising solicitors is to gain an audience with the prospect. KFXF, Denver, overcame this obstacle in a novel and effective fashion by using the telephone. Employing a special staff of trained solicitors, the station canvassed business men and houses listed in the telephone directory with surprising results. The only personal contact with a prospect was made through a secretary after a tentative agreement had been reached over the telephone. Just how these solicitors aroused the prospects' interest is explained in this informative article.

EFFECTIVENESS of the telephone in selling inexpensive commodities and in making business appointments has been demonstrated repeatedly by salesmen engaged in various fields of activity, but development of the telephone call as a medium for closing transactions involving dollars rather than cents has failed to receive due consideration by business houses.

That such a sales program is practical and may be handled with a minimum amount of effort and expense has been proved conclusively by KFXF, a 500-watt station in Denver. During the first three weeks of a recent telephone drive, this station increased its number of advertising accounts more than 25 per cent. Returns from the campaign, which extended over a 10-week period, averaged upwards of $1,000 a week.

The drive was unique in that prospects were contacted, solicited and an agreement made during 15-minute conversations. Solicitation was handled in this way: The solicitor called the place of business of a prospective advertiser, made his proposition and completed his talk by requesting permission to make a tentative set-up of copy for the program, to be delivered for the customer's approval by the solicitor's private secretary. A verbal agreement was reached in the telephone conversation and the private secretary brought back the advertiser's check with the corrected copy, together with a signed confirmation of the verbal agreement made.

KFXF hired a staff of five trained telephone solicitors to work under the supervision of Paul Gallup, formerly head of various large newspaper advertising departments, to put over the campaign. Taking the cream of telephone approaches learned through many years of experience, Mr. Gallup formulated a series of sales talks to be used by solicitors.

Two Approaches Used

IN SEVERAL weeks of experimentation the two approaches quoted herewith were found to bring the highest average of returns.

The first:

"Hello, Mr. ——, this is Mr. X talking from Radio Station KFXF, The Voice of Denver. I will tell you why I called."

The proposition is then explained in a general way—*without* mention of costs. The next division of the sales talk is devoted to a detailed explanation of the type of program offered. It is introduced in this way: "Have you ever tried any radio publicity? Let me give you an idea of how I would take a story of your business and put it over to our thousands of listeners."

This sentence acts as a "bridge" from the most attractive aspects of the proposition to the question of price: "How do you like that, Mr. ——? Well, it sound lots better when it comes over the air in conjunction with a beautiful musical program." After explaining the cost of the proposed program, the solicitor makes this query: "We can count on you for this can't we, Mr. ——?"

The Closing Talk

THE CLOSING talk is as follows: "Now the way I handle this, Mr. ——, is to have our copy department get together a story just as I outlined to you and I will send it over by my personal secretary. You make any changes or corrections you think necessary. She will also have a little agreement merely confirming what I have explained to you over the phone. You O.K. the copy with alterations with your check payable to KFXF, and I will take care of you personally. Now you will be with us for the next hour, won't you, Mr. ——?" Note the meager reference to signing an agreement.

The other approach differs only in the opening statement: "Hello, Mr. ——, my name is Mr. X. I'd like to inquire if you have ever used any newspaper advertising?" Upon being assured by the prospect that he is not interested in newspaper advertising, the solicitor continues, "I don't want to sell you newspaper advertising, I'd like to explain an entirely different proposition which is bringing big returns to hundreds of business houses."

Mr. Gallup has found his approach highly successful in getting through the secretary to the manager: "Is Mr., Mr. —— Oh! I can't recall his name, who's the manager? Yes Mr. ——, I'd like to speak to him please." He recently gained a telephone audience with one of the most difficult men in Denver to contact, through the following trick: "I'd like to talk to C. C.," he said, giving the impression that he was well acquainted with the man in question, an executive of a huge tire manufacturing concern.

Each of the five members of the KFXF telephone soliciting staff averaged 40 actual solicitations a day during the ten-week period and obtained 10 per cent returns. Some of the men made as high as 1,000 calls in a day to get 40 actual contacts. However, this was unusual, merely illustrating the importance of persistence.

All business houses listed in the telephone directory were solicited during the drive. Going down the unclassified list, Mr. Gallup made record cards on every business house and distributed them to solicitors. After making a call, the solicitor noted on the card whether an order was secured—and if so with which approach—and if not, the name of the manager of the establishment. These cards were placed on permanent file, providing a record of prospects for future follow-up. Persons listed in the unclassified section were solicited first in order to avoid repetition. Listings in the classified directory were later followed up, solicitors attempting to secure a larger order, or if the first solicitation had not been successful, making a further attempt to get the business.

Directory is Key

"THE AMOUNT of advertising a man carries in the telephone directory is a good criterion of his status as a prospect," says Mr. Gallup. "We concentrate on the men who are big directory advertisers. They know the value of advertising."

In answering the question, of what type of men are the best telephone solicitors, Mr. Gallup says: "Men in their late twenties or early thirties. They have the ability to put a telling 'punch' in their conversation seldom found in older men."

The KFXF campaign brought best returns from small business houses such as garages, beauty shops and cleaning establishments, due according to Mr. Gallup to the fact that smaller operators have more time to talk and are more willing to listen to a telephone proposition.

"Telephone solicitation offers excellent possibilities for development by radio stations," says T. C. Ekrem, secretary-treasurer of KFXF. "It saves time for the solicitor and makes it possible for him to secure an audience in hundreds of cases where he would be unable to do so by personal calls."

Chain Store Sponsors Award Grocery Prizes to Listener-Contributors

A UNIQUE program sponsored by the Wisconsin National Tea Company and the Milwaukee Piggly-Wiggly food stores over WTMJ, Milwaukee, is attracting considerable attention from advertisers and much business for the sponsors. Listeners are invited to submit ideas or humorous sketches for the program, which uses the title of "The Three Crumbs."

Baskets of groceries are awarded to the persons whose entries are adjudged the best and used in the feature. All suggestions must be submitted in a special "Three Crumbs" envelope, available at any National Tea store in Wisconsin or Piggly-Wiggly in Milwaukee. No stamps are necessary.

The opening commercial announcement does not exceed 30 words, but an additional part of the program is taken up with the naming of prize winners. Heard daily at 9 a. m., this 15-minute program was originated by WTMJ and E. C. Hampe, vice-president of the Wisconsin National Tea Co. Merl Blackburn writes the continuity and announces.

Seven grocery items, four of them nationally advertised and three of them National Tea and Piggly-Wiggly brands, each specially priced for the week, are described in each program. Window streamers, display cards, newspaper tie-ins and boosting by all store clerks aid in advertising the program.

NAB Delays Parley

BECAUSE of the pressure of radio legislation pending in Congress, the board of directors of the NAB has postponed indefinitely the regional meeting with broadcasters scheduled for New Orleans late in March. A majority of the board, according to Philip G. Loucks, managing director, voted against definitely calling off the meeting. He said also that a majority of the officers and directors felt that the many radio and copyright bills now being considered by Congress may necessitate a board meeting in Washington "if destructive legislation is to be avoided."

XUM

Senate Broadcast Plan Meets Favor

Chamber Could be Equipped $30,000, Group Told

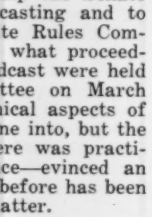
Frank Russell

IF CONGRESSIONAL sentiment means anything, Senate debates and other legislative proceedings will be broadcast over the nation-wide networks and over independent stations direct from the halls of Congress before many more months elapse.

Hearings on the Dill resolution (S. Res. 71) to equip the Senate chamber for broadcasting and to authorize the Senate Rules Committee to designate what proceedings are to be broadcast were held before that committee on March 22. Only the technical aspects of the project were gone into, but the committee—and there was practically full attendance—evinced an interest that never before has been accorded a radio matter.

From officials and engineers of NBC and CBS, the committee learned that, technically, the plan is feasible and that the whole job of installation, including acoustical treatment and renovation, probably could be done for about $30,000. They learned that the networks are ready and willing to broadcast Senate debates at no expense to the government.

First Hearing



Harry Butcher

HERETOFORE the dignified Senate has been inclined to view such a proposal as frivolous. Senator Dill has introduced similar resolutions as far back as 1928, but this is the first time there has been sufficient favorable sentiment to warrant the holding of formal hearings. Members of the committee talked about radio with familiarity, and, on the whole, seemed favorably inclined, provided proper safeguards are taken.

Also before the committee was the Howell Resolution (S. Res. 28) that three Senators be appointed to investigate the practicability of broadcasting proceedings of the Senate. Senator Dill, however, directed the hearing and introduced the witnesses. He explained that tests had been conducted, at his behest, in the Senate chamber last December and had proved entirely successful. He said that he purposely did not propose to go into the advisability of broadcasting Senate proceedings at this time, and that he would like to have that matter taken up later.

"I am convinced," Senator Dill said, "that it is only a matter of time until both houses will be on the air broadcasting debates, and, when television comes, we won't be able to resist it."

There was one discordant note, voiced by Senator Robinson, (D.) of Arkansas, the minority leader. While he seemed favorably disposed to the general idea, he asked whether it would not be necessary to "abolish the press gallery" if the broadcasting enterprise were adopted. It might mean the substitution of radio "news summaries" for the newspaper reports, he observed.

Networks Enthusiastic

APPEARING for NBC, Frank M. Russell, Washington vice-president, explained that the test broadcasts of last December proved the technical feasibility of broadcasting directly from the chamber. Debates could be developed of particular interest to the radio audience, he said, and NBC stands ready to give its time and facilities for that purpose.

CBS likewise is eager to broadcast such proceedings, the committee was told by Harry C. Butcher, CBS Washington manager. Answering Senator Howell, who proposed that the full proceedings of the Senate be broadcast, Mr. Butcher said he felt the public would not be interested in all that transpired on the floor and that to "uphold the dignity" of the Senate it probably would be better to broadcast only selected debates. Most of the committee concurred in this view.

Technical aspects were gone into by O. B. Hanson, NBC manager of plant operation and engineering, and A. B. Chamberlain, CBS chief engineer. Equipment prices were recounted by L. H. Witten, special sales representative of Graybar Electric Co. Mr. Hanson estimated the entire cost of equipping the chamber, including the installation of parabolic microphones concealed in the walls, control apparatus, and the like at $30,000. This figure was broken down, roughly, to $10,000 for equipment, $9,000 for acoustical treatment, $3,500 for labor, and the remainder for miscellaneous items.

A number of alternate plans for equipping the Senate were outlined. These included five different microphone installations, suggested as feasible by Mr. Chamberlain, as well as a public address system by which Senators seated at their desks could hear other speakers through headphones, or follow debates, by loudspeakers, in the cloakrooms or other remote portions of the Capitol. One novel suggestion was the use of the new lapel microphone, which each Senator would wear on his coat, with sufficient wire to allow him to move 30 feet from his desk.

Whether further hearings will be held before the committee on the advisability of broadcasting Senate debates has not been determined. Senator Dill said he may ask for hearings this spring, but that the matter might not be revived until next fall.

Now—Ear Insurance

ARTHUR JONES LEARY, production supervisor of the Yankee network, suggests that he, and others in his profession, should have ear insurance. Just as chorus girls get their legs insured and pianists insure their fingers, Leary feels that he should have protection for his ears as his work depends entirely on the perfection of his auditory nerves. Visitors to the Yankee network studios often ask why Leary goes about with a finger in one ear, as though he had an earache. He has found, it is explained, that microphones must be placed where the program sounds best to a single ear.

NBC-Westinghouse Tie-up is Explained

DENYING flatly the reports that NBC has acquired control of Westinghouse radio stations, F. A. Merrick, president of the latter company, declared in a formal statement March 17 that there has been merely an enlargement of an agreement between the two companies whereby the network increases its program activities over the Westinghouse stations, excluding KYW, Chicago. It is understood that the new agreement is for three years, and that NBC has secured options on stipulated periods of time over KDKA, Pittsburgh, WBZ, Boston, and WBZA, Springfield.

Mr. Merrick explained that his company has heretofore had an agreement with NBC covering network programs and that this agreement has now been extended to include local programs for all its stations, except KYW, which continues as heretofore. "The Westinghouse Company," Mr. Merrick asserted, "has no intention of divesting itself of ownership, operation or control of its broadcasting stations or any one of them. These stations have been and we expect to continue them as pioneers in the business of broadcasting and its continued development and progress."

Radio Sponsors' Fair Planned in New York

TO MAKE listeners "product conscious" as well as "artist conscious," RADIO GUIDE, weekly program periodical published in New York and various other cities, is planning a Radio Sponsors' Fair to be held in the Grand Central Palace, New York, June 6 to 12, inclusive. Exhibitors will be 50 sponsors of radio programs, who will stage a home economics show, cooking school, fashion show, beauty and health show, etc., sampling the audience and offering prizes. They will also have their radio artists make personal appearances. Arrangements are in charge of M. J. Klein, former radio editor of the BROOKLYN STANDARD UNION, now advertising manager of RADIO GUIDE, with headquarters at 475 Fifth Ave., New York.

THE NEW YORK legislature adjourned before the House acted on the Hickey radio slander bill, which was passed by the Senate. The measure thus died in the House rules committee. The bill is expected to be revived in the next session.

WRAK Wins Test Clash With Press

Commission Denies Request Of Sun-Gazette Company

THE FIRST CASE to come before the Radio Commission as a test to protect the advertising rights of newspapers in particular communities was won by radio when the Commission March 18 denied the application of the Williamsport (Pa.) SUN-GAZETTE for one-half of the assignment of WRAK, 100-watt local of that city. In so doing the Commission reversed two recommendations made by Chief Examiner Yost on Dec. 2 (Examiner's Report No. 295).

At the hearing last October advertising competition between the two local papers published by the Sun-Gazette Company and the station was made an issue. Elisha Hanson, counsel for the newspapers as well as Washington counsel for the A. N. P. A., declared his association considered the case a test. He introduced a number of witnesses, while Clarence R. Cummins, owner of WRAK, appeared as his own counsel, with no witnesses.

While granting WRAK a renewal of license, the Commission said it appeared the station was unable to operate 12 hours daily as required of full time stations under the regulations. It therefore ordered that the station operate on a daily schedule specified as 6 to 9 a.m., 12 noon to 3 p.m. and 6 to 9 p.m. The station is assigned to 1370 kc.

The Commission sustained the objection made by Mr. Cummins that the Sun-Gazette charter does not legally qualify that company to construct and operate a station.

A delegation of 22 civic leaders of Williamsport, headed by Mayor George Harris, visited Chairman Saltzman of the Commission March 23, to protest against the decision. They contended that the limited hours would deprive the community of sports broadcasts during afternoon hours and that religious services of three local churches could not be carried. A motion for reconsideration of the decision was filed by the station.

The "Sun-Gazette Broadcasting Co.," created by the newspapers to qualify them for radio operation, filed with the Commission March 26 an application for the same facilities denied in the decision.

DeForest to Take Over Assets of Jenkins Corp.

THE DeFOREST Radio Company has been authorized to purchase the assets of the Jenkins Television Corporation. Action was taken at a stockholders' meeting on March 11. The consolidation will effect marked economy in operation, according to Leslie S. Gordon, president of the merged organizations, and will also facilitate the development and exploitation of television.

The consolidation of interests completes the plans of the DeForest Company, started some two years ago with the acquiring of a controlling interest in the Jenkins corporation through an exchange of stock.

Letting Stations Risk New Programs

Use of Tested Features Would Save Advertisers Waste; Experience Shows Experiments Are Expensive

By WALTER NEFF

Walter Neff

THE AVERAGE business concern seldom tries to sell untried merchandise, yet in the field of radio advertising he often sponsors a new program and then wonders why it doesn't click. This experienced advertising man suggests that this risk should properly be assumed by the broadcaster and that the sponsor ought to steer clear of the field of program experimentation. Several examples of the success of tested features from a commercial point of view are cited.

I HAVE been asked many times why new advertisers, in presenting programs to the radio audience, do not avail themselves of those programs which have been tried and found wanted by the radio audience, rather than attempt to present what they like to call a "new" program. Most so called "new" programs are in effect nothing more than a band and a singer, with an occasional continuity twist—which means nothing.

It has been rather difficult to answer these questions. It is difficult to imagine why an advertiser does not purchase a station sustaining program which has survived because of public approval.

The average business man would never think of buying unproved merchandise for his trade. He cannot afford to experiment unless the worth of that merchandise is so apparent as to be beyond dispute. If he is a business man, he allows the manufacturer to assume the cost of the experiment. However, when purchasing radio entertainment, he throws to the four winds all sound business principles and dives into waters whose depth and temperatures are unknown to him —Why?

All major stations spend thousands of dollars on programs in the hope of finding one out of each ten tried which the public will accept. Why not allow the station to assume the risks? Only during the past year has there been a tendency on the part of advertisers to utilize program material which has been properly exploited before being used in a commercial way.

Test of Merit

I WONDER if it can be possible that the vanity of the average advertiser will not permit him to take something that has already been built and proved, or is it possible that radio is such a personal thing that he feels he knows more about radio than do those who have given their lives to it? In this day and age when every penny counts, if a program exists which will fit the needs of the advertiser, can any rational reason be given why a true and tried product cannot be used as against something which remains to be proved? In the last analysis, is it not true that the ultimate aim of all businesses which utilize radio as one of their means of telling of their product, is to draw the greatest possible audience to which to tell their story? If this is true, any program which has been on the air long enough to determine its merits, should be a good program for the advertiser, for only those programs which have merit are allowed to remain on the air for any length of time by the station broadcasting it.

It has been our experience in the few instances in which advertisers did avail themselves of programs on which the station spent thousands of dollars in time and talent costs that those advertisers invariably received a very quick and satisfactory reaction in sales. We could almost liken so called new programs of an advertiser to the hundreds of Broadway productions, born on Broadway only to pass quickly and quietly out of existence with only one or two remaining. These latter stood the test of time.

Increases Efficiency

A RADIO STATION will urge the sale of a sustaining program to an advertiser not because it will lessen station expense, but because it will increase the efficiency of radio broadcasting for the client. The station will be put to the expense of creating other sustaining programs as rapidly as they are sold commercially, which means that the station will do the experimenting, and not the advertiser.

Now a few examples of what station programs do commercially: We had a rural sketch known as "Main Street." We know from the mail response, phone calls and general comment that it was popular. Two firms were interested, one decided to buy. The other, when informed of this, negotiated for the purchase of the one performance remaining before the other contract was to start. An announcement was made to the effect that a picture of the "Main Street" cast would be sent to anyone writing for it. In preparing for the possible demand for these pictures, this concern asked us for our best estimate of what could be expected and took the wildest guess made, that of 75,000 replies, as their printing estimate. This was exactly 100 per cent under their estimate. The mail reached the stupendous amount of over 150,000 replies. Just imagine one program producing this on one station! Have you ever heard of a new, untried program of any kind equaling or approaching it?

Here is another. The morning exercise periods have a remarkable history. The latest sponsor, a clothing establishment, with three active stores in New York, had to decide whether to use radio or newspapers. It had to be one or the other. The firm decided in favor of radio and selected the morning exercise periods as its vehicle for a three-month test campaign. Results were so good that a fifty-two week contract was signed before two months of the test had expired. The sponsor credits one out of every two new customers to radio. Compare this with one of New York's best advertised popular priced clothing houses which have been broadcasting over a period of three years with programs of their own creation and make the positive statement that not one sale could be traced to radio. I doubt this statement very much, but what is important is that here we have two concerns conducting like businesses who used radio. One purchased an air-tested article and swears by it. The other chose a new untried article, couldn't market it and swears at it. What is your conclusion?

Uncle Don Draws

UNCLE DON — Uncle to all of Father Knickerbocker's children and then some—went on the air three years ago as a station sustaining program every evening at 6 o'clock for thirty minutes. Today it is almost impossible to buy an Uncle Don period, and a waiting list of advertisers is the usual thing. His mail averages 5000 letters a week, without specials, when it reaches 15,000 or more. His sponsors sell goods and stay with him. Renewals are the rule. There are no flops. If you think these statements are exaggerated, you are at liberty to write any of his sponsors.

I have recited a few cases with which I am personally familiar. Each of the more outstanding stations can tell of many similar experiences. Sometime, with about a thousand pages turned over to me, I will gladly tell of the hundreds of failures of so called new programs which advertisers or their agencies insisted be carried on to the end of the contract in the hope they would "click."

Commission Bars Baird Television Entry in U. S.

INTRODUCTION in the United States of the British Baird television system through the Knickerbocker Broadcasting Co., of New York, operating WMCA, was blocked by the Radio Commission March 18 by a denial of the visual broadcasting application of the New York Company. The decision reversed Examiner Walker (Report No. 322), who had recommended that the application be granted for 2850-2950 kc., with 1 kw., sharing the facilities used by Radio Pictures, Inc., of New York, which objected to the request.

In its statement of facts and grounds for decision the Commission found that, although the application was submitted in the name of Knickerbocker, the "undisputed evidence" clearly showed that the project would be in the nature of a joint undertaking with Baird Television Corp. Granting of authority to Baird, it was held, would be in violation of Section 12 of the Radio Act as the corporation and its directors are aliens. The Commission also held that the project "mainly involves the commercialization of the already developed so called 'Baird System' of television rather than a bona fide program of research and experimentation in the visual broadcasting field."

Television Company is Cited for Stock Hearing

SHORTWAVE & Television Corp., of Boston, holder of three experimental visual broadcasting licenses, was cited March 24 by the Radio Commission for hearing on renewal of licenses following an investigation which it alleged indicated "questionable use" of experimental licenses in stock sales and other corporate transactions.

Regarded as the beginning of an inquiry into the financial structures of licensees for experimental visual broadcasting, the hearing was called to determine whether or not the company has "conspired" to violate regulations of the Commission and whether it has "capitalized the licenses" for the "promotion of the sale of stock." Also cited was Shortwave Broadcasting Co., an affiliate. Financial responsibility, the general corporate setup of the two companies, alleged evasion of regulations in the transfer of stock and general public interest of the stations were among the dozen specifications which the companies must answer at the hearing, probably to be held next month.

KMO Gets Full Time

REVERSING Examiner Ralph L. Walker, the Radio Commission Mar. 25 granted KMO, Tacoma, Wash., full time operation, authorizing a change in frequency from 860 to 1330 kc. The station had been assigned limited time on 860 kc. a clear channel with 500 watts. With the change its power will be decreased to 250 watts. The Commission found that under the Rules and Regulations, the state quota would be reduced 0.05 unit through the change.

XUM

120 Stations Owned by 42 Interests, Commission's Report to Senate Reveals

Data Most Complete Yet Assembled as to Both Control And Affiliations of American Broadcasting Units

FORTY-TWO corporations, groups or individuals, by direct affiliations or interlocking interests, own or control 120 broadcasting stations in the United States, the Radio Commission revealed in a report submitted to Senator Hatfield (R.) of West Virginia, chairman of a Senate subcommittee considering the bill (S. 3047) to grant organized labor a clear channel.

The compilation is the most complete ever assembled. It shows exactly what companies, groups or persons own two or more stations. As listed below, the stations are "directly or indirectly, through stock ownership, contract, or otherwise, interested in the ownership or control of the following broadcasting stations":

Alamo Broadcasting Co., Inc.—KABC and KTSA, San Antonio; KTAT, Fort Worth; WACO, Waco, and KFJF, Oklahoma City.

American Radio News Corp., Hearst subsidiary—WINS, New York; WISN, Milwaukee, and WCAE, Pittsburgh.

Earle C. Anthony, Inc.—KFI and KECA, Los Angeles.

Buffalo Broadcasting Corp.—WGR and WKBW, Buffalo.

C. L. Carrell—WBBZ, Ponca City, Okla., and WIBM, Jackson, Mich.

Central Broadcasting Co.—WHO, Des Moines, and WOC, Davenport (synchronized).

Columbia Broadcasting System—Owned outright: WABC, New York; WBBM, Chicago; WBT, Charlotte; WCCO, Minneapolis, and WKRC, Cincinnati. Fifty-one per cent stock owned in KMOX, St. Louis. WPG leased from municipality of Atlantic City.

Congress Square Hotel Co.—WCSH, Portland, Me.; WFEA, Manchester, N. H., and WRDO, Augusta, Me.

Crosley Radio Corp.—WLW and WSAI, Cincinnati.

Curtis Radiocasting Corp.—WBOW, Terre Haute, Ind.; WCMA, Culver, Ind.; WGBF, Evansville, Ind.; WJBL, Decatur, Ill., and WKBF, Indianapolis.

Defenders of Truth Society, Inc.—WFAB (formerly WHAP), New York, and WOAX, Trenton, N. J.

Carl E. Haymond—KMO, Tacoma, Wash., and KTT, Yakima, Wash.

Hello World Broadcasting Corp.—KWKH and KWEA, Shreveport, La.

Frank L. Hill and C. G. Phillips—KIDO, Boise, Ida., and KORE, Eugene, Ore.

Houston Printing Co.—KPRC and KTLC, Houston, Tex.

Huntington Publishing Co.—WOBU, Charleston, W. Va., and WSAZ, Huntington, W. Va.

Kunsky-Trendle Broadcasting Corp.—WXYZ, Detroit; WASH and WOOD, Grand Rapids.

Don Lee, Inc.—KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara.

Los Angeles Broadcasting Co.—KFAC, Los Angeles, and KFVD, Culver City, Cal.

McClatchy Newspapers —KFBK, Sacramento, Cal.; KERN, Bakersfield, Cal.; KMJ, Fresno, Cal.; KWG, Stockton, Cal., and KOH, Reno, Nev.

National Broadcasting Co.—Owned outright: WEAF and WJZ, New York; WTAM, Cleveland; WENR, Chicago, and WRC, Washington. Majority stock owned in Northwest Broadcasting Co., operating KEX, Portland, Ore.; KGA, Spokane; KJR, Seattle, and KYA, San Francisco. Fifty per cent stock owned in WMAQ, Chicago, in conjunction with CHICAGO DAILY NEWS. Operates under contract with General Electric stations KGO, Oakland, Cal., and KOA, Denver.

Peoples Pulpit Association—WBBR, Brooklyn, and WGHI, Chicago.

Pickwick Broadcasting Corp., Ltd.—KTAB, Oakland, Cal., and KTM, Santa Barbara, Cal.

Pillar of Fire—WAWZ, Zarephath, N. J., and KPOF, Denver.

Des Moines Register & Tribune Co.—KSO, Clarinda, Ia.; KWCR, Cedar Rapids, Ia., and WLAS, Ottumwa, Ia.

Reynolds Radio Co., Inc.—KLZ, Denver, and KVOR, Colorado Springs.

Sanders Brothers Radio Station—WCLS and WKBB, Joliet, Ill.

John Shepard, Jr., Co., Inc.—WNAC and WAAB, Boston; WEAN, Providence, and WICC, Bridgeport, Conn.

South Bend Tribune—WSBT and WFAM, South Bend, Ind.

Telegraph Printing Co.—WHP and WCOD, Harrisburg, Pa.

Westcoast Broadcasting Co.—KPQ, Wenatchee, Wash., and KVOS, Bellingham, Wash.

Westinghouse Electric & Manufacturing Co.—KDKA, Pittsburgh; KYW, Chicago; WBZ, Boston, and WBZA, Springfield. (Latter two are synchronized).

WHFC, Inc.—WHFC, WKBI and WEHS, Cicero, Ill.

Fred C. Zieg—WOWO and WGL, Fort Wayne, Ind.

The Commission's report further shows that "each group of radio stations listed below are related, either directly or indirectly, through stock ownership, contract or otherwise":

KGCR, Watertown, S. D., and KGDA, Mitchell, S. D.

KGFX, Moorhead, Minn., and WDAY, Fargo, N. D.

KFPY, Spokane, Wash., and KGIR, Butte, Mont.

KMTR, Los Angeles, Cal., and KRKD, Inglewood, Cal.

KTFI, Twin Falls, Ida., and KSEI, Pocatello, Ida.

WJR, Detroit, and WGAR, Cleveland.

WMCA and WPCH, New York.

WSPD, Toledo, and WWVA, Wheeling, W. Va.

Several other instances of group ownership are known to exist, though they are not included in the Commission's listings. This is due to the fact that stock holdings have only recently been requested by the Commission, which is urging all stations to incorporate.

Lucky Strike Record

AMERICAN TOBACCO Co., New York, leading radio advertiser of Lucky Strike, Cremo and other brands, during 1931 again established record earnings, reporting a net after depreciation, fixed charges, taxes and management expenses of $46,229,527.47, or $9.07 a share on common and B common stock. This compares with $43,294,769, or $8.56 a share, in 1930, then also a record. More than $158,000,000 was paid in taxes last year to the federal government, or 340 per cent of the net profits. George Washington Hill, president, in his annual report stated that the progressive commercial policies of the company had enlarged purchases of tobacco and given full-time employment to more workers than before.

8 a.m. Frolic Popular

MORNING frolics have proved popular on the Pacific Coast. The Hallelujah Hour week days at 8 a.m., went serenely along its way for months without much of an audience reaction. It was a sustaining feature. But when the frolic was taken off the air KHJ, Los Angeles, and its affiliated stations were bombarded with a deluge of complaints. The feature soon returned to the air. It goes to the stations of the Don Lee network, and local sponsors get their announcement in at 15-minute intervals. Kenneth Niles, station announcer, acts as master of ceremonies.

WOV Faces Trial Of Insurance Case

Marks First Effort to Control Radio Advertising in N. Y.

THE INTERNATIONAL Broadcasting Corp., operating WOV, New York, is defendant in the first attempt to regulate radio advertising through action under New York state laws.

Counsel for the station appeared in General Sessions Court March 24 after Judge William Allen revealed that a grand jury had indicted the corporation and its general manager, John Iraci, for violation of Section 50 of the state insurance laws. The section forbids "foreign" insurance companies from doing business in New York without a certificate of authorization from the state superintendent of insurance. Bail of $100 was furnished for Iraci, who was in Washington. The case was to be heard March 30 before the same judge.

The action arose when J. LeVerne Wood, a representative of the state insurance department, happened to hear a speaker over WOV, on Nov. 29, 1930, urge listeners to make use of the Union Mutual Life Company of Iowa and announce that the company could sell insurance at a lower rate than competitors. Discovering that the company was not authorized and had no office in New York, and consequently appeared to be violating the insurance laws, Wood brought action before a magistrate's court, but the case was dismissed last October. Attorney General John J. Bennett, Jr., then wished to make a test of the case and requested continuation of the suit.

Arrangement Revealed

ASSISTANT DISTRICT Attorney Morris Panger obtained a photostat of the agreement between the insurance company and WOV made Oct. 28, 1929. Under the agreement, WOV was to give the insurance company thirty-three 5-minute broadcasts, two each week, and was to receive one-third of the New York insurance premiums received by the company during the first year, regardless of whether they were paid to the radio firm or to the insurance company's office.

The insurance law section provides that the penalty for violation shall be a fine of $500 for the first offense and $100 for each following month in which the offense continues. Section 53 of the insurance law, under which action may also be taken, makes it a misdemeanor to violate any of the sections. The maximum penalty under that clause is three years in prison.

Ruling in Idaho

A CASE involving the same insurance company was brought against KTFI, Twin Falls, Idaho, last year. It resulted in an opinion by the state attorney general, rendered Sept. 24, 1931, that broadcast advertising of insurance was solicitation within the meaning of the Idaho statutes, that the insurance company was not licensed to do business in Idaho, and that the station operator therefore was acting as an insurance agent of the company in violation of the statute.

In the New York case, the opinion of the magistrate's court, was directly opposed to the Idaho ruling. The court held that WOV was used merely as a medium for advertising and as such had not violated the penal law nor the insurance law of the state.

Naval Observatory Raps Time Signals

BROADCASTERS are warned against crediting the Naval Observatory at Washington for time signals which they receive over a telegraph wire in a form letter sent out by James W. Baldwin, secretary of the Radio Commission.

The letter includes the following communication addressed to the chairman of the Radio Commission by Capt. S. C. Hooper, director of naval communications:

"It has come to the attention of the Navy Department that a number of broadcasting stations are transmitting time signals which they receive over a Western Union wire, and they announce them as originating from the Naval Observatory, Washington, D. C.

"The Navy Department has, in the past, upon application from a broadcasting station authorized the rebroadcasting of time signals if the station intercepted the direct transmission of the signal from Washington.

"The rebroadcasting of Naval Observatory time signals which are transmitted over a land wire is objectionable because of the inherent time lag in the system which creates an appreciable error in the signal.

"Accordingly, it is requested that suitable instructions be incorporated in the Federal Radio Commission's Rules and Regulations for the guidance of broadcasting stations."

Mr. Baldwin attaches this note to the letter:

"In this connection you attention is directed to Rule 177 of the Rules and Regulations of the Federal Radio Commission and Section 28 of the Radio Act of 1927."

Favors Status Quo

A POLL of educational institutions in the vicinity of Worcester, Mass., reveals the almost unanimous opinion that existing broadcasting stations should be used for educational programs. Questionnaires were sent out by Ted Hill, director of WORC-WEPS, Worcester.

Directing Broadcasts by a Sign Language

SIGN LANGUAGE is as old as the human race and new as radio. No studio program could function without the aid of this primitive means of communication.

To the uninitiated attending a broadcast the gesticulations of announcers are bewildering.

Studio directors resort to setting-up exercises, combined with deaf and dumb language to convey the message "Tone down the bass drum," "Move the flute player up a bit," "Make that crooner turn her face toward the mike" and "Speed up the show."

Under long established practice in the NBC studios, a finger plant-

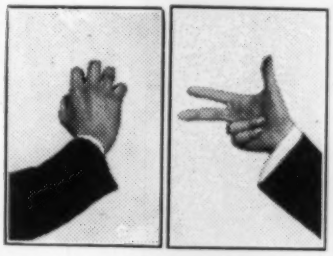
Move Closer to Microphone

ed firmly against the side of the nose signifies that the program is running according to schedule. A hand extended with thumb and first finger at right angles is the signal for local station announcement. Synchronization of networks is indicated by crossing fingers of one hand against those of the other.

Curious Gestures

TWO fingers worked in a shearing motion call for a cut in the program which is running overtime. When the outspread fingers of an upheld hand are drawn inward, the orchestra musicians know they should move closer to the microphone. A half closed hand calls for a fadeout.

An arm extended straight out following this signal is an order to

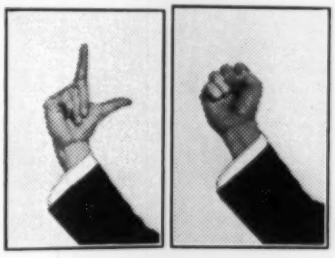


Fadeout — Cut Program

cut the program dead. Hands drawn slowly together with fingers turned in and thumbs up pointed means for the speaker or singer to move nearer the microphone. The signal reversed, of course, is interpreted as an order to move away.

If the orchestra director sees the production man waving his hand in circles he knows that the program is lagging and must be speeded up. Hands lowered with the palms down means play more softly. Hands raised repeatedly means play louder.

The control room, which might be called the "listening" room, adjoins the studio and is separated from it by a sound proof glass partition. In this small compartment sits the engineer before his control dials and beside a loud speaker over



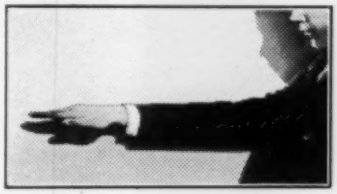
Local Announcement — To Musicians—Close Off

which he hears the program originating in the studio.

Next to him is the production man, who usually directs the program through the glass by signals. However, it is not unusual to see him suddenly dash into the studio and push a soprano closer to the microphone, whisper to the director, or wave his hands this way and that to convey messages.

He Just Forgot

STUDIO signals sometimes produce strange effects on the uninitiated. When Valentine Williams first began broadcasting over NBC networks, he presented a series of dramatic programs in collaboration with his wife. Catching a signal to



Cut Program After Fadeout

speed up, Williams forgetfully turned to his wife and said: "Talk faster, dear!" His words flashed out over the networks and into the homes of listeners.

Speakers have stopped in the midst of their talks and asked announcers what the strange signals meant. It is a practice now to give strangers an advance course in studio signals, or write instructions on paper.

Mechanical intercommunicating devices, such as silent telautographs, have been installed in the NBC studios but, as old timers predicted, have failed to supplant the primitive sign language. They serve their purpose to some extent, but have not the flexibility or facility of the human sign language.

Baker is Building Station in Mexico

Report Says Power of 100 Kw. Will be Used on 615 Kc.

CONSTRUCTION of a new 100 kw. broadcasting station on Mexican territory close to the international border by an enterprise in which Norman Baker, deposed operator of KTNT, Muscatine, Ia., is interested, is under way, according to authoritative reports to BROADCASTING.

A license has been issued by Mexican authorities to the corporation, which is understood to be financing the venture through stock sales in Des Moines. W. E. Branch, of the Radio Engineering Co., Fort Worth, Tex., the engineer who built XER, at Villa Acuna, for Dr. John R. Brinkley, "goat-gland rejuvenator," is said to be installing the station, which is scheduled to go on the air about September 1. He has been in communication with Chicago radio manufacturers on the project.

While official advices thus far are lacking, the Radio Commission is aware of these reports, as is the State Department. It is said that the station has been assigned to 615 kc., between two American regionals. Information as to the exact location, also, is somewhat conflicting. Jaurez, opposite El Paso, Tex., is mentioned, along with Piedras Negras, opposite Laredo, Tex. There likewise may be some confusion about the power authorized.

The permit for the station apparently has been procured by a company known as Compagna Pan Americana Diffusora, through a C. M. Bress, an American. Several Mexicans, as well as a number of Texans, are reported identified with this company, to conform with the Mexican requirements that station licenses be issued to Mexican companies.

Baker was ordered off the air by the commission because of alleged cancer cures he advocated and other activities held inimical to public health and contrary to public interest.

The case is almost parallel to the Brinkley affair, since the latter station, KFKB, at Milford, Kans., was deleted for virtually the same reasons. Should the current reports prove accurate regarding Baker's construction of a 100 kw. station in Mexico near the American border, he will have followed almost to a letter the course taken by Brinkley. Brinkley's station, XER, is operating on 735 kc., causing serious interference with stations on adjacent channels and covering considerable American territory.

CBS Wins Verdict in Churchill's Suit

THE COLUMBIA Broadcasting System emerged victorious in a suit filed against it by the Churchill Evangelistic Association, Inc., for replacement of the Back Home Hour with a commercial feature some time ago. Judge Hinkley, of the New York Supreme Court at Buffalo, acknowledged the value of the Churchill broadcasts but absolved the network of blame.

A letter from William S. Paley, president of CBS, to the Rev. Clinton H. Churchill offering to resume the religious feature at another period under more strict regulation was cited as evidence in the suit.

AS AN ECONOMY measure, Germany is suppressing local programs in favor of national relays and is shortening transmission periods, according to Wireless World of London. "Ruthless retrenchment," says the publication, is the order of the day with the German authorities.

Records Programs

A COMPLETE recording apparatus is being installed in KFOX, Long Beach, Cal., by Lawrence McDowell, chief engineer, to keep a permanent record of the station's outstanding programs. The first recording was a four-hour program on the occasion of the station's eighth anniversary. The recordings will be repeated on the air as later features.

AN EXCHANGE of facilities between KWCR, Cedar Rapids, Ia., and WIAS, Ottumwa, Ia., both controlled by the Des Moines Register-Tribune was authorized by the Radio Commission March 18. The former station acquires the license for 1420 kc., with 100 watts, unlimited time, while WIAS moves to 1310 kc., with 100 watts, and specified hours of operation.

THE BRITISH Broadcasting Corporation announces that WORLD RADIO, its official foreign and technical journal will be enlarged to some 12 pages a week and the price raised from twopence to threepence.

RCA Wins Patent Case

RCA was absolved of the charge of infringing the Lowell and Dunmore patents, covering the use of house electric current for radio set operation, in an opinion rendered March 19 by the Circuit Court of Appeals at Philadelphia. Holding the patent claims invalid, the court ordered the suit dismissed, reversing the opinion of the Federal District Court at Wilmington, Del., pronounced nearly three years ago.

The case involved the invention of the batteryless set by P. D. Lowell and F. W. Dunmore while employed by the Bureau of Standards in 1921. They assigned one-half of their patent rights to the Dubilier Condenser Co., which financed the litigation. Millions in back royalties as well as future royalties would have been due the inventors had the court sustained the district court's opinion.

The appellate court held the patents are invalid "because they were merely a combination of old methods improvised to function in a somewhat new way, but without making any real advance in the art of radio reception."

Coca-Cola Reports

COCA-COLA Co., Atlanta, reports record earnings for 1931 despite the fact that its sales were only $40,255,512 against $41,284,510 in 1930 and its bulk fell from 27,798,730 to 26,679,998 gallons. All operating costs were cut. Advertising, however, including radio, was increased to bring a record net of $14,023,622 after all charges, compared to $13,515,535 in 1930.

XUM

BROADCASTING

THE NEWS MAGAZINE *of* THE FIFTH ESTATE

MARTIN CODEL, Editor
SOL TAISHOFF, Managing Editor
F. GAITHER TAYLOR, Advertising Manager

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Copyright Fees

THE NEW COPYRIGHT license fee yardstick soon will be announced by the American Society of Composers, Authors and Publishers. Last fall the Society served notice that it would have its additional pound of flesh.

It appears clear that the Society will abandon that hypothetical "system" of assessing fees on the basis of station power—one that was never adhered to anyway. At the hearings before the Sirovich copyright committee, just concluded, the Society showed its hand on the general matter of collecting fees from all users of copyrighted works. It indicated that it prefers a cut on gross revenues rather than an arbitrary annual assessment. It has openly indicated that it will ask for a substantial percentage of station earnings, and wants the privilege of examining books. From this, it can be inferred that the new yardstick will be one involving a percentage of earnings with, perhaps, a minimum assessment that would guarantee them an amount appreciably in excess of the nearly $1,000,000 it now gets from stations every year.

The new scheme will be ingenious. There is nothing in the existing law to curb the Society. The scheme will be the product of the combined minds of E. Claude Mills, Nathan Burkan and Gene Buck. Mr. Mills knows his broadcasting, because he went from the Society to radio and back to the Society again. The Society means to get while the getting is good. If the Dill bill, now pending, becomes law, the Society's reign of terror would end. But the Dill bill apparently has little hope of passage at this session.

Broadcasters must be on the alert in dealing with the Society and copyrights. Until the yardstick is submitted and analyzed, little can be done. The NAB Copyright Committee will meet early this month at the call of Chairman Paul W. Morency, of WTIC, Hartford, to consider the proposal to be offered.

Meanwhile, the Society has been boosting license fees 100 per cent or more where it can. Stations are protesting to Congress but with only feeble effect. A protest here and there is not sufficient to offset the expensive lobby maintained on Capitol Hill by the Society. Broadcasters would do well to let their Senators and Congressmen know about the situation. The facts tell the story eloquently.

Chairman Sirovich of the House patents committee, who gave promise as a defender of public rights in launching an inquiry into the Society, has proved a disappointment. Two weeks ago he introduced a bill following the general theme of the Dill bill and largely acceptable from a radio standpoint. Without warning, he turned an about face, offering a substitute bill which forgets broadcasting altogether.

Playing with Matches

CONGRESS is playing with matches again, dangerously close to a heap of dynamite. To satisfy the whim of labor, and with an eye peeled for political favor, it is considering seriously a move by which it would preempt the allocation power it has vested in the Radio Commission and give to labor a full-time clear channel with 50 kw.

Sadly, Congress is seldom hampered by facts where political patronage is concerned—particularly during a presidential year. Moreover, except for a few of its members, it has never been able to comprehend broadcasting because of its scientific nature. Apparently the members do not realize the seriousness of the situation they will create by such a step.

It is the Hatfield bill that is fraught with danger to broadcasting as a whole. By giving to labor or any other special interest any facility, Congress would throw open the whole broadcast band, and bring down upon its own head the claims of a thousand fraternal, religious, political, racial and other organization for radio facilities. There are only so many slices in the radio pie, and all of them have been allocated, with millions invested by broadcasters in their shares. That their investments would be imperiled goes without saying.

The Hatfield bill will be reported favorably by the subcommittee of the Senate Interstate Commerce Committee. Senator Hatfield, of West Virginia, its author, obviously is committed to the bill. Senator Barkley, of Kentucky, announced openly in hearing that he would support the bill. Therefore the vote of the third committeeman, Senator Brookhart, of Iowa, really doesn't matter, though he undoubtedly will favor it too.

It is predicted that the measure also will be reported favorably by the full committee, so that there is a good chance that it will pass the Senate. It may be a different story in the House.

So serious is the measure that the Commission voluntarily has asked opportunity to protest its adoption. The Commission claims it will violate the radio law in many ways; that it is unconstitutional since it would give a vested property right in a radio facility, and that it violates international agreements. Further, it says, the project as outlined to the Committee is technically unsound and economically not feasible. In addition, WCFL, Chicago, which would acquire the facility, twice has been rebuked by the courts in efforts to get improved facilities on the finding that it was a third-rate station, advertising quack medicines and the like, rather than promoting the cause of organized labor. It is difficult to reconcile the fact that labor is opposing network broadcasting when WCFL itself is an eager subscriber to network programs.

The RADIO BOOK SHELF

"WHAT radio station do you listen to most?" was the first question asked in a postcard questionnaire sent out early this year to a mailing list of 213,000 by Price, Waterhouse & Co., auditors, of New York, for CBS. "What other station or stations do you listen to regularly?" a second question on the stamped return postcard asked. From the 36,880 replies received, the auditing company has compiled what it calls its "auditor's audit; a balance sheet of human habits; a sober statement of profit and loss whose assets are 'listening.'" This all is contained in an elaborate volume of 40 pages, 15 x 11 inches, issued as "The Third Study of Radio Network Popularity." The figures are broken down by cities and stations and population areas, with analyses of each set. Seventy-two cities on the CBS network are covered. The returns show CBS leading in popularity in 32 of them, tied for first in six and holding second place in 34. This third survey for 1932, according to the auditing firm, has verified as well as amplified the results of similar surveys in 1930 and 1931. For the details, this magazine recommends that those interested consult the study itself at the offices of CBS in New York City or at any CBS station.

A HANDBOOK intended to promote the equipment of public schools with radio and sound apparatus is being prepared by the Radio Manufacturers Association and the United States Office of Education. Dr. C. M. Koon, chief of radio activities of the Federal office, is in charge of the project. A. C. Kleckner, chairman of the RMA special committee, is summarizing the data from manufacturers, while Orrin E. Dunlap, Jr., radio editor of THE NEW YORK TIMES, is preparing editorial features.

A BOOK dealing with the pedagogy of education by radio, published by The Brown Publishing Co., Blanchester, O., under the title of "Radio—The Assistant Teacher," will be off the press April 15. (Advance price $1.75; then $2.10).

Taxes and Advertising

(From PRINTER'S INK, March 24)

NO MATTER whether the lastest proposals for very large increases in taxes for those in the higher income brackets pass or not, everyone realizes that increases in these brackets are inevitable.

What effect will these increases have on advertising in the near future?

Back in 1920 when excess profits taxes were assessed against corporations, it led to large increases in advertising investments on the part of corporations that wanted to build for the future.

The present tax proposals are likely to have a somewhat similar effect on a smaller scale.

The officers of closed corporations whose earnings bring them into the higher brackets, are going to consider carefully these facts:

1. High taxes are likely to be temporary, designed to balance the budget.

2. Better advertising and sales promotion started now will build future sales.

Many a man, especially in the closed corporation, is likely to consider an increased advertising investment in his own business as sound business insurance.

It is no more than common sense for men in that position to build a better organization and to invest now in its future, when they consider carefully what happens to their personal profits under the new tax proposals.

We Pay Our Respects to—

WILLIAM S. PALEY

CAPABLE, unassuming and a "square shooter"—that's William S. Paley, who at 30 is not only the president of the Columbia Broadcasting System but controls its destinies by virtue of the majority stock that he and his family procured when they repurchased the 50 per cent stock held by the Paramount Publix Corp.

Bill Paley was more or less precipitated into the management of CBS late in 1928, when he was only 27. Youth was no handicap to him, however, for he brought with him a substantial business education, collegiate and practical, a fine intellect and an openmindedness that soon dispelled any thought among his associates that here was a rich man's son who would soon suffer delusions of grandeur.

Today, after something more than three years that saw the growth of CBS from a 15-station to a 91-station network, Bill Paley commands high respect and esteem among all who know him. The business world, and particularly the hard-boiled advertising world, respects him for the astute judgment that has guided the growth of this competitive nation-wide network. His associates esteem him not only as a superior but *for himself*.

Bill Paley came into radio via advertising. A 1922 graduate of the Wharton School of Finance and Commerce of the University of Pennsylvania, he had entered his father's cigar business when 21. He travelled widely for the Congress Cigar Co., managed a branch factory and later become vice-president and advertising manager. It was as advertising manager that he decided to try radio in exploiting La Palina cigar; the results were so gratifying that the company, though the Paleys have since sold it, is still on the air.

A family friend, Jerome Louchheim, Philadelphia contractor, then owned CBS. Its management was in a sorry state. Bill, largely because of his success in the cigar business but probably also because of the musical heritage that is the Paleys', was persuaded to take a three months' leave of absence to reorganize it. Within a few months, the Paleys bought the company for a price said to be $400,000. In June, 1928, they sold half interest in the expanded network to Paramount for $5,000,000.

Everyone in radio knows the story of the growth of CBS, so it does not need recounting here. As a sidelight on Bill Paley's character, this story, not so well known, ought to be told. He was a youngster fresh out of college entrusted with the mission of buying raw leaf from the tobacco growers of Porto Rico. Arriving in Porto Rico, he found other buyers gleefully rubbing their palms over the prospect of record low prices due to a tremendous surplus. They approached young Paley, the largest buyer, with the proposition that he bid low—15 cents a pound, to be exact—and hold the price down.

During his brief stay, Bill had an opportunity to witness the plight of the tobacco growers and natives, due to prevailing low prices. Though he knew he could get the crop at any price he pleased, he decided to make a fair offer. Without consulting his fellow buyers, he bid 40 cents. The others had to meet the price, and the Porto Rican depression was lifted.

Bill Paley is a bachelor. He lives in a penthouse above 480 Park Ave., New York, but you will often find him commuting to the home of his parents in Philadelphia. Born in Chicago, Sept. 28, 1901, he attended public schools there, was graduated from Western Military Academy, Alton, Ill., in 1918. For a time he attended the University of Chicago, but he completed his work for a B.S. degree at the University of Pennsylvania. He is a member of Zeta Beta Tau fraternity, the Locust, Hundred, Philmont Country and Hollywood golf clubs. He is an expert swimmer, and at the University of Pennsylvania he managed the varsity swimming team. His hobbies are the collection of paintings and prints of sport subjects, books and the theater.

PERSONAL NOTES

DON GILMAN, Pacific division vice-president of NBC at San Francisco, was a New York visitor during latter March. He expects to return early this month.

EDWARD J. WOOD, jr., former advertising solicitor of the CHICAGO TRIBUNE and recently with TRUE STORY MAGAZINE, has been added to the commercial staff of WGN, Chicago.

WILLIAM H. HEINZ, formerly manager of WHO, Des Moines, later with KGB, San Diego, has joined the sales staff of KHJ, Los Angeles. The same station announces the appointment of Leslie Mawhinney, formerly program director of KPLA, later a former ship news reporter and before that a ship radio operator and a broadcast engineer, as publicity manager.

FREDERIC WILLIAM WILE, political analyst of CBS, has just returned to Washington from Geneva, where he spent the past two months covering the Disarmament Conference via radio.

DUANE WANAMAKER, formerly advertising manager of the Grigsby-Grunow Co., Chicago, has become advertising and sales promotion director of the United Air Cleaner Corp., Chicago.

GLENN TICER, formerly with the Hammer-Bray Co., Oakland, Cal., has joined the San Francisco staff of NBC as a sales representative.

WILLIAM S. PALEY, CBS president, spent about 10 days in March on a vacation trip to Nassau, in the Bahamas. He was accompanied by Lawrence W. Lowman, vice-president in charge of operations.

GORDON V. NORRIS, who entered radio via music, has been added to the commercial staff of WBZ-WBZA, Boston.

EDWARD A. DAVIES has been appointed vice-president of WIP-WFAN, Philadelphia, according to an announcement by Benedict Gimbel, jr., president. Mr. Davies was director of WIP for eight years and continued in that capacity when WIP was consolidated with WFAN a year ago.

MISS JULIE HANCE, of Union City, N. J., has been added to the auditing staff of WOR, Newark, working under the direction of H. Van Loan, chief of the department.

SAM HAMBURG, formerly associated with WGN, Chicago, has joined the sales force of WIP-WFAN, Philadelphia.

MORGAN L. EASTMAN, NBC, Chicago, has been elected chairman of the new radio department of the Chicago Advertising Council. Earl L. Hadley, of Grigsby-Grunow Co., (Majestic), Chicago, was named vice-chairman.

BENJAMIN SOBY, promotion manager the Westinghouse radio stations, has resigned, effective April 1.

LOREN L. WATSON, formerly with the artist and repertoire department of RCA Victor at Camden, is now general manager of WGST, Atlanta, succeeding David Brinkmuller, resigned.

ALFRED J. McCOSKER, director of WOR, and Mrs. McCosker sailed on the S.S. *Pastores* March 19 for a three-week's cruise in the Carribean Sea. A. A. Cormier, sales director of WOR, is in charge during Mr. McCosker's absence.

EUGENE D. EGAN has joined the sales promotion staff of CBS as supervisor of fan mail. He was formerly with the International Magazine Company.

BEHIND THE MICROPHONE

LEO LITWIN is a new studio accompanist and pianist at WNAC and WAAB, Boston, and the Yankee network. His first broadcast was in 1925 over the now obsolete WGI.

A WOMAN ANNOUNCER who has been achieving considerable success is Martha Crane, director of women's programs over WLS, Chicago, who arranges and announces the Radio Bazaars, the International Heating Co. programs, the Homemaker features and the WLS Home Theater.

ED CLELAND, formerly with WLVA, Lynchburg, Va., has joined the staff of WLW, Cincinnati, as continuity writer, Edward A. Byron, production manager, announces. WLW has also added Pat Harrington, lyric tenor, to its staff.

EDMUND LYTTON, chief announcer at KTM, Los Angeles, who has a daily poetry program of his own on the air, has had his poems published under the caption of "Inspiration" by the United Press, Los Angeles print shop. They were issued late in 1931 in mimeographed form.

BONNIE CARROLL, former San Francisco newspaper woman, has been added to the KFRC staff to write continuity for the "Feminine Fancies" program. Bill Goodwin will replace William Wright as the announcer for the daily feature.

DR. WALTER DAMROSCH was decorated as a Commander of the White Lion of Czechoslovakia, the official order of the Czechoslovak government, during a recent Walter Damrosch hour on the NBC-WJZ network. The decoration was bestowed by Dr. Ferdinand Veverka, the Czechoslovak minister to the United States.

FRANK MOSS, onetime program manager at KFRC, San Francisco, after an absence of many months, has returned to the air with a Sunday afternoon program of piano recitals in classic mood. He will not, however, become affiliated with the station in an executive position.

LARRY SNELL, onetime chief announcer and technician at KGFJ, Los Angeles, has recovered from a serious accident and has joined KRKD, Los Angeles, as chief announcer.

WILLIAM WRIGHT, formerly of KFRC, San Francisco, has gone over to NBC in the same city as a writer. Although he had been doing acting bits at KFRC, the NBC work will not bring him to the microphone.

FIVE former announcers and artists at WHBY, Green Bay, Wis., are now priests. They are: the Revs. James Wagner, Henry J. Schmitt, Alfred Smits, Gerald Ilk and Henry Hubert.

MISS CONNIE FROGLEY, formerly with the office staff of KMPC, Beverly Hills, Cal., will hereafter do the publicity for KRKD, Los Angeles. She is a sister of Ken Frogley, radio editor of the Los Angeles ILLUSTRATED DAILY NEWS.

JACK CARRINGTON, formerly with KMPC, Beverly Hills, Cal., and later at KTM, Los Angeles, is going to KGFJ, Los Angeles. The KGFJ duties will include announcing and drama activities.

HAROLD SPAULDING, with NBC on the Pacific coast for some time, but not heard lately on the air, has joined the staff of KFWB, Hollywood, for its Sunday night hi-jinks (Franco American Baking Co. sponsorship) with tenor solos.

EDWARD LYNN, of the continuity staff at KTM, Los Angeles, has written the lyrics for "The Button Tree," an operetta for children, which has just been accepted for publication by Willis, New York music publishing firm.

XUM

CHARLES SPEER, continuity writer for the CBS, and Mrs. Speer are the parents of a baby girl born last week at the Parkway Hospital, New York. Mr. and Mrs. Speer have called the baby Opus No. 1, pending the selection of a more usual name.

ROBERT WILDER, publicity director of WOR, Newark, and Mrs. Wilder are parents of a son born on March 13.

DOT MEYBERG, "film reporter" at KELW, Burbank, Cal., the last few months, has changed over to KFAC, Los Angeles, for a daily informal chat on films and film personalities.

VOLNEY JAMES, formerly of KMTR, Hollywood, is reported to have joined the staff of XER, Mexico.

CHARLES K. FIELD, better known as "Cheerio," on March 14 celebrated his fifth anniversary of broadcasting from WEAF, New York. He went on the air at 5:30 a.m. so that Californians could join in the celebration as he started his feature over KGO, Oakland, a year before he came east.

RALPH ROBERTSON, formerly an attorney, has gone into radio with a weekly variety revue at KMTR, Hollywood. The theme will be built around a burlesque of the week's radio features.

J. M. SEIFERTH, known as the "Poet of Radioland," is issuing an annual scrapbook of some of the 3,000 poems which he broadcasts over WSMB, New Orleans.

EDWARD SIMMONS has succeeded Henry Richards, resigned, as program director of WAAF, Chicago.

THE MICROPHONE CLUB of America is reported to be organizing in Los Angeles with a club house for radio artists and other ideas planned. The group has announced its first annual radio and movie ball in the Sala de Oro of the Los Angeles Biltmore on April 6.

HAROLD BEAN, baritone soloist and announcer on the staff of KYW, Chicago, married Miss Margaret Owen, a debutante of Chicago's South Shore section, on March 1.

BARTLEY SIMS, staff organist at KTM, Los Angeles, had his song "Grateful" published by Gene Johnston in March. The tune is a popular ballad.

JACK STAPP, for the last two years with WGST, Atlanta, has been promoted from announcer to program director, succeeding Lyle Van Vankenberg, resigned.

IN THE CONTROL ROOM

BORN, to Mr. and Mrs. Bernard Cook (control engineer at WLW, Cincinnati) an 8½ pound baby boy. WLW now has a two-months old "Dad's Club" in which the other members are Charles Butler, chief control engineer; Al Schuerling, control engineer, and Harry Holcomb, assistant production manager.

GUGLIELMO MARCONI on March 10 was awarded the John Scott medal, made by the city of Philadelphia last year, for his invention of the wireless telegraph. The presentation was made at Rome by John W. Garrett, United States Ambassador.

WILLIARD H. HAUSER, supervisor of controls at KDKA, Pittsburgh, has been transferred to the post of plant manager of WBZ, Springfield, Mass. He has been succeeded by A. C. Goodnow, of the Westinghouse stations KYW and KFKX at Chicago.

L. M. CLEMENT, formerly with Westinghouse, is now chief engineer of the radio department of International Communications Laboratories, Newark, which not only is planning experiments in ultra-high frequency or micro-ray waves but is working on the new Kolster radio, to be produced at 360 Thomas St., Newark. Both companies are subsidiaries of I. T. & T. In the Kolster work are C. E. Brigham, chief engineer, and Dr. Frederick Kolster, formerly radio chief of the Bureau of Standards.

ALFRED H. HOTOPP, jr., has been appointed engineer in charge of the receiver division of the DeForest Radio Company, according to announcement by Leslie Gordon, president. Holding an E.E. degree from Columbia University, Mr. Hotopp has had considerable experience with the A. T. & T., Kolster Radio and Wired Radio, Inc.

CLIFFORD ROGERS, formerly with WCOD, Harrisburg, Pa., has joined the operating staff of WGST, Atlanta. The station is installing a new General Radio frequency control.

A. R. HOLBROOK, former amateur, has joined the engineering staff of WSB, Atlanta. Lem Brannon, chief engineer of WJTL, Atlanta, has resigned.

EDDIE MILLER, technician at KFOX, Long Beach, Cal., has developed a flair for announcing and now handles the programs as well as the control panels after midnight.

Distress Traffic Rules Are Explained Officially In Answer to Questions

ANSWERING three questions propounded by broadcasters, the Radio Commission has made public its reply in order to clarify the requirements of Regulations 179 and 180, incorporated in the new Rules and Regulations, pertaining to distress traffic. Following is the Commission's reply:

"A listening watch on the distress frequency is no longer required of broadcast stations. If, however, undue interference should be reported on the distress frequency against a broadcast station, or should it be determined that a broadcast station might cause interference to distress traffic, the Commission would then enforce its Rule No. 180 by requiring such broadcast station to maintain a continuous listening watch on the distress frequency during the hours when it is on the air.

"The general call 'QRT-SOS' transmitted by a commercial or government station is normally intended to clear the medium-frequency band, 375 to 550 kilocycles, of interference which may result from stations that operate on these frequencies to distress traffic on 500 kc. (410 kc. on the Great Lakes). In addition, the call is intended to apply to broadcast and other stations which may hereafter be designated by the Commission to maintain a listening watch on the distress frequency as specified above.

"Should interference from a broadcast or other station be experienced by a commercial or government station which is handling, or may momentarily be expected to handle, distress traffic, under Rules Nos. 179 and 210, such station must immediately cease operation upon receipt of notice directly or indirectly from the station experiencing the interference. Under the provisions of Rules Nos. 180 and 211, stations so notified shall not resume transmission until informed by the station which requested silence that the need for silence no longer exists."

THE MAILMAN on March 14 delivered 10,754 letters to NBC's San Francisco studios—the largest audience mail figure in the Pacific division's history.

"Hello Everybody." Floyd Gibbons and General Honjo speaking from COMK, Chinese station at Mukden.

COMMANDEERED by the Japanese military authorities when they took Mukden, Station COMK, built for the Chinese by a French firm at a cost of $50,000, is being used by Japanese military officials to broadcast news, propaganda and musical programs every evening, according to a report from G. E. Christopherson, assistant U. S. trade commissioner at Mukden. This is the station from which Floyd Gibbons and General Honjo, commander of the Kwantung Army, spoke on Jan. 21, their talks being relayed to the United States and Japan. Several radio experts were brought from Tokyo by the Japanese to install the short wave adjunct which made the international hookup possible. Gibbons sailed for the U. S. about the middle of March.

CBS to Use RCA In Foreign Relays

CBS HAS entered into an agreement with RCA for transmission of special radio programs from foreign countries to the United States for rebroadcasting over the network. Heretofore, CBS utilized A. T. & T. facilities exclusively for such purposes. The A. T. & T. facilities will be retained for programs originating in Great Britain and Ireland. It is probable that French programs, also, will be relayed by A. T. & T.

CBS has already, under the new agreement, used RCA facilities for pick-ups in Hawaii, Geneva, Berlin and Rome. The RCA transmission is, in most instances, direct to the United States. The A. T. & T. method is to use land lines and cables from points in Europe to the British Post Office station at Rugby.

Germany's Radio

COLLECTING about $2,000,000 a month from receiving set licenses, the German government, despite pleas of unemployment, has refused to sanction a reduction in the cost of licenses on the grounds that broadcasting is a luxury. Germany at the beginning of 1932 had 3,980,852 licenses in force, the fee of two marks per month (about 50 cents) being collected by the postmen of the Ministry of Posts and Telegraphs, which administers Germany's radio.

British Audience

THE NEW YEAR found 4,329,754 radio receiving licenses in effect in the British Isles, according to the British Postoffice Department, which collects the two shillings per month license fee from British listeners. This includes 28,000 free licenses for the blind, and represented an increase of 909,304 over the figure for the preceding year.

Radios in Latin America Classified by Countries

STATISTICS on radio receiving sets in Latin American countries have been compiled by the State Department and the Department of Commerce and published in the latter's pamphlet (Trade Information Bulletin 771) entitled "Broadcast Advertising in Latin America."

The North American census (exclusive of the United States, which was announced as 12,078,345 as of April 1, 1930), is as follows: Bahamas, 300; Barbados, 250; Bermuda, 700; British Honduras, 82; Canal Zone, 300; Costa Rica, 250; Cuba, 28,875; Dominican Republic, 1,375; French West Indies, 100; Guatemala, 250; Haiti, 1,000; Honduras, 86; Jamaica, 250; Mexico, 100,000; Netherlands West Indies, 50; Nicaragua, 50; Panama, 300; Porto Rico, 5,000; Salvador, 1,000; Trinidad and Tobago, 40; Virgin Islands, 50.

For South America: Argentina, 400,000; Bolivia, 100; Brazil, 190,000; British Guiana, 25; Chile, 35,000; Columbia, 5,000; Ecuador, 150; Falkland Islands, 16; French Guiana, 8; Paraguay, 150; Peru, 70,000; Surinam, 18; Uruguay, 60,000; Venezuela, 2,500.

Photo Studio Installed

A COMPLETE photographic studio has been installed in the New York headquarters of NBC for the use of the press relations department. The studio will be used exclusively for obtaining photographs for publicity purposes. Professionally equipped in every detail, the studio is managed by Arthur A. Sorenson, photo editor of NBC press relations, formerly assistant general manager and news editor of Atlantic & Pacific Photos. He is assisted by John Shea. A new addition to the NBC photo staff is Ray Lee Jackson, of Columbus, O.

XUM

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

NEW ACCOUNTS at WIP-WFAN, Philadelphia: Footjoy Shoe Company; Brown Shoe Co., St. Louis; Rudolph Wurlitzer Co., Cincinnati; Birdseye Packing Co. (frozen foods); Quality Food Products; Betholine gasoline; THE EVENING PUBLIC LEDGER; Paramount Packers; Florida Citrus Growers Clearing House Association; General Baking Company; Phillips Packing Co.; and Phoenix Hosiery Co., Milwaukee.

THE BRICKER BAKING Co., Lancaster, Pa., recently sponsored the debut of Mickey Mouse over WGAL, Lancaster. He was presented by the WGAL stock company daily in connection with the formation of a Micky Mouse Club at a local theater.

THE EASTERN SEED Co., Lancaster, Pa., is sponsoring a series of short programs and spot announcements over WGAL, Lancaster.

THE INDEPENDENT Wall Paper Co., is sponsoring a barn dance program at 10 p.m. every Saturday over KDKA, Pittsburgh. The Loeb Radio Advertising Agency, Pittsburgh, handled the account.

PACIFIC ELECTRIC RAILWAY and Motor Transit Stages, both Los Angeles firms, have combined sponsorship for a series of semi-weekly programs over KHJ under title of "Building Southern California." The series started in March and will continue for 86 broadcasts. Staff artists and full symphony will be used to dramatize significant historical incidents from pueblo days to present times.

AMONG the new accounts of WFDW, Anniston, Ala. (formerly of Talladega, Ala.) are: Nehi, Inc., Columbus, Ga., 26 weeks, "Variety," every Saturday; Coleman Lamp Co., Wichita, Kans., 13 weeks, recordings every day; King Bee Ant Killer, Sylacauga, Ala., indefinite, "slogan contest," daily. It is King Bee's initial radio program.

A. E. KUNDERD Co., Goshen, Ind. (Gladioli Wizard), is using selected U. S. and Canadian stations in its spring campaign.

MICHAEL L. WEISZ, Los Angeles auctioneer, has taken on the sponsorship for the Plantation Crooners at KMPC, Beverly Hills, during the spring months.

FRANCO-AMERICAN BAKING Co., Los Angeles, to appeal to restaurants to buy its bakery products, used KFWB, Hollywood, for a unique attraction. It offered listeners free tickets to see how the broadcasts were done, but tickets could be procured only at a restaurant. The first week saw 2,000 tickets distributed.

THE MAY COMPANY, Los Angeles department store, has taken on the sponsorship for a time over KMTR, Hollywood, of "The Green Joker," a mystery serial that started several weeks ago as a sustaining feature staged by the studio staff.

THE TYPICAL MEXICAN Music program was presented for the 327th time over WOAI, San Antonio, Tex., March 4, by the Gebhardt Mexican Players. Joe Cummings, manager of WOAI and announcer of these Mexican musicals from the first, was again at the microphone. Edward L. Martinez, the director, has been in charge of the feature for the past five years. The Gebhardt Chili Powder Co. is the sponsor.

TRANSCRIPTIONS newly completed which have been placed on WOR, Newark, include those of Quaker State Oil & Refining Co., New York; Atlantic Refining Co., Philadelphia, and the Paas Dye Co. Scott Howe Bowen, New York, has also placed a 13-week series with WOR for the Gloray Co., Long Island City, N. Y. (nail polish). W. A. Taylor & Co., New York (Martini and Rossi Vermouth) started March 14 with a 13-week program to terminate June 6. H. W. Kastor & Sons Advertising Co., New York, handling the account.

THREE MINUTE OAT FLAKES Co., Cedar Rapids, Ia., has contracted for a weekly children's club program over WGN, Chicago, featuring Uncle Quin (Quin Ryan) and Bill (Bill Idelson) every Sunday morning. The same station reports that for the fourth successive season the John R. Thompson Co., Chicago, will sponsor the major league baseball broadcasts, with Bob Elson as announcer.

CANDIDATES in the Illinois primaries campaign, which ends April 12, have been taking time over WLS, Chicago.

ENCINITAS HIGHLANDS, near Encinitas, Cal., has been using KNX, Hollywood, for several months with a Sunday program to advertise its "income estates." Last month the feature took on a three-fold aspect, publicizing real estate, avocado trees and an avocado beauty cream. The John P. Mills Organization, Inc., Los Angeles, sponsors the account.

"LAST MINUTE NEWS" is the title of a local feature on WRC, Washington, sponsored by Charles Schwartz & Son, local jewelers. Every night at 11 o'clock the announcer reads news flashes furnished gratis by THE WASHINGTON HERALD, Hearst newspaper, with a background of a telegraph ticker. Kal, Inc., Washington agency, handles the account.

GENERAL MILLS, Inc., Minneapolis, (flour, cereals, crackers), on March 29 started orchestra and male soloist on WABC, New York, for four weeks, Tuesday and Thursday, 6:30 to 6:45 p.m. Blackett-Sample-Hummert, Inc., Chicago, handles the account.

NEW ACCOUNTS at WBAL, Baltimore: C. M. Athey Paint Co.; Steuart Son & Co. (table syrup); C. D. Kenny Co. (Norwood coffee); H. B. Davis Co. (paints and varnish); Cloverdale Spring Co. (soft drinks), all of Baltimore.

WBBM, Chicago, reports new accounts: Maybelline Co., Chicago, (toilet preparations), starring Billy White, Tuesday, 8:45 to 9 p.m., through Kirtland-Engel Co., Chicago; Rit Products Corp., Chicago, (dyes), Rit news, Monday, Tuesday and Wednesday, 9:45 to 10 a.m., and the Magic White Rit program on Friday, 11:15 to 11:30 a.m., through Aubury & Moore; Gohsen Shirt Co., Chicago, for 15 minutes each week-day during baseball season preceding baseball game broadcast.

NEW ACCOUNTS on WLS, Chicago: Reid-Murdock Co., Chicago, (Monarch foods), Tuesday, Thursday and Saturday, 1:45 to 2 p.m.; Jung Seed Co., Randolph, Wis., Sunday, 1:45 to 2 p.m., music.

RALSTON PURINA Co., St. Louis, (cereals), on March 15 started children's musical program on KYW, Chicago, Tuesday and Friday, 5 to 5:15 p.m. Henri, Hurst and McDonald, handles the account.

JOHN R. THOMPSON Co., Chicago, (restaurants), will sponsor daily broadcasts of major league baseball games played in Chicago over WGN, Chicago. Bob Elson, sports announcer, will give the play-by-play description.

THE THREE-MINUTE Oates Club, which has been heard over WGN, Chicago, six times a week, has renewed its contract and henceforth will present Quin Ryan on Sunday mornings from 11:45 to noon.

NEW ACCOUNTS at WOR, Newark: General Mills, Inc., Minneapolis, (Bisquick), through the McCord Co., Inc., Minneapolis; J. M. Horton Ice Cream Co., Inc., New York, through Young & Rubican, New York; and Paramount Packers, Inc., (rabbit breeder and packers).

KFAC, Los Angeles, with its remote to Pasadena for an hour daily, has accepted accounts for the Pasadena Grocery, Barbara Ann Bakery, Pasadena Independent Business Men's Association and others.

OVER KECA, Los Angeles, time signals have been taken by Marion R. Gray and Co., shirts and cravats; Richardson's Music Co., has taken a quarter hour period three afternoons weekly for a program of late and clessical phonograph recordings.

GROUP sponsors on Bert Olbert's morning two hours over KTM, Los Angeles, from Olbert's remote control line in Santa Monica, include the following Santa Monica business houses: Witchell's Bakery, Santa Monica Drug Co., Santa Monica Outlook (newspaper), United Radio Stores, Oriental Bazaar, Ocean Park Realty Co., Fatem's Restaurant, Cornett's Clothing Store, Blanchard Jewelers, and the Bay Department Store.

ALLIGATOR Co., (raincoats) present a review of past sport high lights by Jack Ryan over KYW each Thursday evening, from 8:15 to 8:30. A. T. Sears, Chicago, handles the account.

BEATRICE CREAMERY Co., Chicago, (Blue Valley butter), are heard over KYW each evening except Saturday and Sunday from 9:45 to 10:00 p. m. A twenty-nine piece orchestra, under the baton of Adolph Dumont, and starring Alice Mock as soloist, is the feature of each presentation. The initial appearance was March 28th. Scott Howe Bowen handles the account.

PHOENIX HOSIERY Co. presents a program of dance music featuring Harry Sosnick and his orchestra over KYW each Friday evening from 8:00 to 8:15. National Radio Advertising handles the account.

NETWORK ACCOUNTS

THE AMERICAN Tobacco Co., New York, (Lucky Strike), April 28 renews contract for dance orchestras and Walter Winchell on NBC-KGO network, Thursday, 7 to 8 p.m., PST. Lord & Thomas and Logan, New York, handles the account.

UNION CENTRAL Life Insurance Co., Cincinnati, on April 12 starts series of dramatic presentations in 52-week contract with NBC-WJZ, Sunday evenings, time to be selected later.

O'CEDAR Corp., Chicago, (mops), on April 5 starts "The Jesters" on NBC-WJZ network, Tuesday and Thursday, 11:45 to 12, noon, EST.

PHOTOPLAY Publishing Co., Chicago, (Photoplay magazine) on April 16 starts dramatic sketches and incidental music over 15 CBS stations, Saturday, 8:30 to 9 p.m., EST. Aubrey and Moore, Inc., Chicago, handles the account.

GOODYEAR Tire & Rubber Co., Akron, O., on March 30 renewed "Goodyear Program" on NBC-WEAF and Orange supplemental networks, Wednesday, 9 to 9:30 p.m., EST. Batten, Barton, Durstine & Osborn, Inc., New York, handles the account.

PROCTOR & GAMBLE, Cincinnati, (Crisco), on April 12 starts Mills Brothers and orchestra on 21 CBS stations, Tuesday and Thursday, 7:15 to 7:30 p.m., EST. The Blackman Company, New York, handles the account.

CORN PRODUCTS Refining Co., New York, (Linit), on March 22 started orchestra and soloist on 26 CBS stations, Tuesday and Thursday, 12:30 to 12:45 p.m., EST. E. W. Hellwig Co., New York, handles the account.

MINNEAPOLIS Honeywell Regulator Co., Minneapolis, (temperature controlling devices), on March 20 started orchestra with guest artists on 17 CBS stations, Sunday, 1:30 to 2 p.m., EST. U. S. Advertising Corp., Chicago, handles the account.

THE BEST FOODS, Inc., New York, (Nucoa butter substitute), on March 16 started The 'Round the World Cooking School with Ida Bailey Alley and others, on 32 CBS stations, Wednesday and Friday, 11:30 to 11:45 a.m., EST. Benton & Bowles, New York, handles the account.

CITIES SERVICE Co., New York, (gasoline and public utilities), has just renewed contract on NBC-WEAF and Orange networks for Jessica Dragonette and orchestra, Friday, 8 to 9 p.m., EST. Lord, Thomas & Logan, New York, handles the account.

VALSPAR Corp., New York, (paints and varnishes), on March 19 renewed "Club Valspar" program over NBC-WEAF and the NBC-Canadian networks, Saturday, 9:30 to 10 p.m., EST. Cowan & Dengler, Inc., New York, handles the account.

LADY ESTHER Co., Chicago, (cosmetics), on April 17 renews Wayne King and orchestra on NBC-WEAF network, Sunday, 3 to 3:30 p.m., EST. Hayes MacFarland & Co., Chicago, handles the account.

IODENT CHEMICAL Co., Detroit, (toothpaste), on April 10 renews account for musical program over NBC-WEAF network, Sunday, 4 to 4:15 p.m., EST. Maxon, Inc., Detroit, handles the account.

HALSEY STUART & Co., Chicago, (investment securities), on March 30 renewed program on NBC-WEAF network, Wednesday, 8:30 to 9 p.m., EST. Gamble & Co., Ltd., Chicago, handles the account.

KNOX GELATINE Co., Johnstown, N. Y., on April 12 renews "Knox Sparkling Music" program on NBC-WEAF network, Tuesday, Thursday and Saturday, 10:15 to 10:30 a.m., EST. Federal Advertising Agency, New York, handles the account.

THE COCA COLA Co., Atlanta, on April 6 renews contract on NBC-WEAF and supplemental NBC networks, Wednesday, 10 to 10:30 p.m., EST. D'Arcy Advertising Agency, Inc., St. Louis, handles the account.

WILLIAM S. SCULL Co., Camden, N. J., (Boscul coffee), on March 11 renewed all star orchestra program on 9 NBC-WJZ stations, Friday, 6:15 to 6:30 p.m., EST. F. Wallis Armstrong Co., Philadelphia, handles the account.

E. I. DUPONT de Nemours and Co., Wilmington, Del., (Duco auto polish), has started 13 weekly broadcasts from KHJ, Los Angeles, over Don Lee-CBS network, under title of "Today and Yesterday," being contrasts in music. Batten, Barton, Durstine and Osborn, Inc., New York, handles the account.

XUM

WILLYS-OVERLAND Co., Toledo, O., on March 30 renews contract with new program, (Tom, Dick and Harry), on NBC-WJZ and supplemental networks, Wednesday, 8:15 to 8:30 p.m., EST. U. S. Advertising Corp., Toledo, handles the account.

HOWARD CLOTHES, Inc., New York, (men's clothing), on March 13 renewed contract for "Beau Brummel of Song" on 5 CBS stations, Sunday, 6:30 to 7 p.m., EST. Peck Advertising Agency, Inc., New York, handles the account.

GREYHOUND LINES, Cleveland, (interstate bus), on April 3 starts 10-week music travelogue program on 16 CBS stations, Sunday, 8:30 to 8:45 p.m. and 11:15 to 11:30 p.m., EST. Beaumont & Hohman, Cleveland, handles the account.

PROSPECTS

PLYMOUTH MOTOR Corp. plans an immediate campaign in which radio will be used along with other media. This is in addition to the CBS series begun March 27 and probably will begin April 3 also over a CBS network on Sundays. Advertisers, Inc., Detroit, handles the account.

RADIO will be used by the New England Ice Dealers' Association in a new campaign. Ingalls-Advertising, Boston, handles the account.

CALIFORNIA-Nevada Travels Association, San Francisco, has been organized to spend $15,000 towards securing tourist trade for 45 northern California counties and Nevada. Booklets, field representatives and radio will be used.

RADIO will be used by Mandeville & King Co., Rochester, N. Y., (seed producers), in a new campaign starting the first week in April. Programs will be spoted over stations in New England and in New York as a test preliminary to a more extensive use of radio. The Griswold Company, New York, is handling the account.

THE HECK-CONARD Co., Inc., Kansas City, Mo., (Heck's deodorant), will use radio, as well as trade papers and magazines in an advertising campaign. Russell C. Comer Advertising Co., Kansas City, handles the account.

CEYLON SPICE Co., Philadelphia, (Instant Tap), will use radio and newspapers in a campaign introducing this new tapioca dessert. The Roden-Clements Co., Philadelphia, is the agency handling the account.

HILLS BROTHERS Co., New York, has placed the advertising of its Dromedary Dates with Cecil, Warwick & Cecil, Inc., New York, and intends to use broadcasting as well as other media.

AGENCIES AND REPRESENTATIVES

FIFTEEN advertising agencies in the United States have been equipped with amplifying and reproducing systems by the Columbia Phonograph Company for auditions of "live" and recorded radio programs, according to F. B. Walker, head of the Columbia recording division. Mr. Walker said that Columbia is not marketing such special equipment in its regular catalogue but supplies it as a special service to agencies requesting it. Although the unit is designed and installed by Columbia, many component features are provided by Western Electric, he said. The systems are individually designed to suit the needs of the particular agencies desiring them. Although basically intended for auditions of recorded programs at both 78 and 33 1/3 r.p.m., provision is made for hearing "live" talent through the included microphonic equipment.

JAMES A. GREENE advertising Agency, Atlanta, has taken charge of the account of Nehi, Inc., Columbus, Ga., (soft drinks), as well as the Tom Huston Peanut Co., also of Columbus, Ga. The soft drink account is being handled largely by radio, with a series of 26 electrical transcriptions now being placed.

F. G. IBBETT, formerly of both NBC and CBS, has been appointed head of dramatic production for the radio department of Critchfield & Co., Chicago.

LEON LIVINGSTON Advertising Agency, San Francisco, has announced the appointment of Patricia Astra as head of its radio department. She had been with NBC in San Francisco for a time and was also advertising manager of a department store in the same city.

JOE BONOMO, Ltd., operating a correspondence physical culture school in Hollywood, has appointed Leonard Darbyshire as advertising manager. Test campaign for magazines and newspapers has been arranged for spring, with possibility of radio being used as an adjunct later.

H. C. SIECK, Inc., Los Angeles, has added the Hollywood Storage Company account.

STEVENS AND WALLIS, Inc., Salt Lake agency, will conduct a campaign for Zion's Savings Bank and Trust Company, of the same city. Utah radio stations will be used in addition to newspapers.

McCONNELL AND FERGUSON, Ltd., through its Vancouver, B. C., office, will handle the 1932 campaign for the Vancouver Publicity Bureau, including newspaper and magazine copy and a limited amount of radio.

THAYER RIDGWAY, onetime with THE LOS ANGELES EXAMINER, and lately in film publicity work, has joined Earnshaw-Young, Inc., Los Angeles agency, as account executive. The agency handles Chandu, Black and Blue and other continuity accounts.

SAN FRANCISCO office of Lord & Thomas and Logan, has been moved from the Standard Oil Building to the Russ building. K. C. Ingram is manager.

H. H. PROSKEY, vice-president of the United States Advertising Corporation, and Norman Craig, of Scott Howe Bowen, have just completed a three week's tour of stations carrying the Pebeco tooth paste broadcasts. They visited a score of stations in 14 cities throughout the east, middle west and on the Pacific coast.

ALLAN M. WILSON Radio Advertising Co., Chamber of Commerce Bldg., Los Angeles, has moved to the H. W. Hellman Bldg. in the same city.

HARDESTY JOHNSON, onetime with the de Reske Singers in Paris, but recently in radio brokerage work in Los Angeles, has joined the staff of Phillip J. Meany Co., Los Angeles agency, as radio account executive.

EDWIN B. SELF, Inc., 1 La Salle Street Bldg., Chicago, has been appointed to handle the account of Radio & Television Institute, Inc., Chicago, correspondence school in radio, television and allied subjects.

THE WALDORF-ASTORIA, New York, will be the scene of the 28th annual convention of the Advertising Federation of America, June 19 to 23.

FRED WESLEY has started business as a radio broker, 214 South Vermont Ave., Los Angeles. Initial accounts, for cosmetic lines, will use KTM. He had previously been a singer until his voice was lost as a result of a protracted illness.

MONTGOMERY WARD & CO., Chicago, on March 28 turned over its radio account to the Lord & Thomas and Logan agency.

EQUIPMENT

THE FOLLOWING new sales of Western Electric equipment are reported by Graybar Electric Co., Inc.: 12-A transmitter 100 watts, WHAT, Philadelphia, WCLO, Janesville, Wisc., WMBC, Detroit; 9-A speech input equipment, WHAT, Philadelphia, Pa. (2); 400 watt short wave police transmitters, San Antonio, Texas, Dayton, Ohio; 5kw. radio transmitter, Essex Broadcasters, Ltd., Windsor, Ontario; 1-A frequency monitoring unit, WHB, KOAG, WOL, WGR, WOBU, WIBW, WCAU, WSBT, WSAZ, WBCM, WHDH, WSIX, WQAM, KIT, KUJ, KGKO, WIOD, KVI, KTM, KRSC, KCRC, WPG, KFUO, WLBW, KSAC, WABC, WEBR, WSB, WHAC, WEXL, WXYZ, KMO, KHQ, WRDO, WJAS, KFWI, KMED, WFBL, WKRC, KSL, WHN, WMC, WKBW, N. Y. Police, U. S. Government; crystal oscillators, stations KTM, KOAC, KHJ, WKBW.

FREQUENCY monitoring equipment manufactured by the General Radio Co., Cambridge, Mass., to meet the requirements of General Order No. 116, have been purchased and delivered to the following: KDKA, KFJR, KGHL, KGIZ, KGMB, KGRS, KRLD, KSCJ, KSD, KTBS, KTHS, KYW, WABZ, WAPI, WBAA, WBSO, WBZ, WDAE, WDAY, WDGY, WEW, WFBG, WFBM, WFLA, WGN, WHBY, WHK, WKY, WLEY, WLW, WNAD, WNBF, WNBH, WOI, WQAN, WRHM, WTAG, WTOC, WWJ and Federal Telegraph Co. The followig stations have ordered frequency monitors: KFPL, KFXJ, KGAR, KMAC, KOB, KRE, KUSD, KWKH, KWLC, WDAG, WGST, WHAZ, WHBU, WJBK, WMAL, WMBD, WMBO, WMMN, WDRC, WPTF, WTJS, WWSW.

C. F. DAUGHERTY, chief engineer of WSB, Atlanta, is surveying for a site for the new 50 kw. transmitter recently authorized by the Radio Commission. An order for a Western Electric transmitter has been placed with Graybar, and A. B. Bailey, Bell Laboratories engineer, is working with Mr. Daugherty on the surveys.

WOR, Newark, has been equipped with the new dynamic microphones recently introduced by the Bell Telephone Laboratories. It also has added two new broadcasting chambers to its New York branch studios at 1440 Broadway. The station now utilizes all of the twenty-fifth floor and more than half of the twenty-fourth floor of the Times Square office building.

CANADIAN TELEVISION, Ltd., Montreal, has been licensed under the patents and patent applications of Jenkins Television Corp., Passaic, N. J., Leslie S. Gordon, president of Jenkins, has announced.

SPARKS-WITHINGTON Co., Jackson, Mich., (Sparton radios), revealed its intention of entering the visual broadcasting field when on March 23 it filed application with the Radio Commission for 100-watt station to operate in the 2,750-2,850, 2,000-2,100, 2,100 to 2,200 and 43,000 to 80,000 kc. bands.

WESTERN ELECTRIC'S new vertical method of recording, otherwise known as the "hill and dale" method, was the subject of a talk by H. A. Frederick of the Bell Laboratories recently before the Western Society of Engineers meeting in Chicago.

TRANSCRIPTIONS

RADIO TRANSCRIPTION Co. of America, Ltd., 1509 North Vine St., Hollywood, organized by C. C. Pyle, is reported to have sold the controlling stock to Freeman Lang. Activities will hereafter be carried on at Lang's recording studio, 210 North Larchmont Blvd., Los Angeles, where he already does transcription, public address and other similar activities under his own name.

STATION NOTES

SO WELL has WPG, Atlantic City, been received in Europe, that Edward M. Spence, station manager, has been staging special after-midnight programs for British listeners. WORLD RADIO, official organ of the British Broadcasting Corp., reports that the station is regularly heard in England.

ANDREW PORTNOW, of WEVD, New York, the Debs Memorial station, reports that the federal radio inspector's measurements of WEVD's frequency maintenance showed no deviation whatever in March. The previous high was a deviation of only one cycle in January.

NEW COMBINED studios of KFVD, Culver City, Cal., and KFAC, Los Angeles, will be dedicated this month in Los Angeles, where the studios will be located in a pent house atop the new Auburn-Cord Building on Wilshire Blvd.

FOR THE FIRST time six North Carolina stations were hooked up on March 21 to broadcast a talk by Gov. O. Max Gardner from Raleigh. The stations included in the temporary network are WPTF, Raleigh; WWNC, Asheville; WBT, Charlotte; WBIG, Greensboro; WRAM, Wilmington, and WSBJ, Winston-Salem.

KMPC, Beverly Hills, Cal., went on the air March 15 with its new 1 kw. RCA Victor transmitter. Supplementary equipment included an oscillograph and frequency checker.

ELABORATE new studios and control rooms are being completed on the second floor of the Wrigley building for WBBM, Chicago. A combination control and observation room, from which program directors and clients will be able to watch a program through sound-proof windows, is one of the features.

PERMANENT phonograph records were made of the recent eighth anniversary program of KFOX, Long Beach, Cal. The program, which lasted from 8:30 p.m. to 12:30 a.m., included a reproduction of the first broadcast in 1924. Lawrence Weston, KFOX technician, had charge of the recording.

A SPECIAL program on WIP-WFAN, Philadelphia, on March 16 marked the tenth anniversary of WIP and the development of that station with WFAN until the combined station is now the exclusive Philadelphia outlet for the CBS Dixie nework.

NBC on the Pacific coast opened a new series on March 20 titled "Around the Network." Programs go on the air nightly at 10:30 o'clock, PST, with staff talent and guest artists of NBC stations in San Diego, Denver, Portland, Salt Lake, Spokane, Seattle, and Butte. Stations originating programs, and the nights on which they will be heard will be: KFSD, San Diego, Sunday; KOA, Denver, Monday; KEX, Portland, Tuesday; KSL, Salt Lake, Wednesday; KGA, Spokane, Thursday; KJR, Seattle, Friday, and KGIR, Butte, Montana, Saturday. All of these stations and KPO, San Francisco, release the program.

AN NBC NETWORK carried a special program the evening of March 20 celebrating the tenth anniversary of WOC, Davenport, Ia., now operated in synchronism with WHO, Des Moines. One of the speakers was Gov. Dan Turner, of Iowa.

GEORGE A. KILGEN, maker of the large recording Kilgen pipe organ used for three years by KFVD, Los Angeles, is supervising the rebuilding and installation of the $18,000 organ at the new studios of KFVD and KFAC, newly established in a penthouse atop the Cord building.

KFJF, Oklahoma City, has moved its executive offices and studio to the New Oklahoma Biltmore Hotel.

XUM

Ask the
MAN ON THE GROUND

what station gets the best RESULTS *in* CINCINNATI .....

HALL-RATTERMAN CO.
BURKE GROCERY CO.
CINCINNATI CIGAR CO.
TOM COLLINS JR.
THE CHURNGOLD CO.
LANGE JEWELRY CO.
J. CHAS. McCULLOUGH CO.
MAIN STREET MERCHANTS ASSOCIATION
THE H. & S. POGUE CO.
ROHDE AND CO.
RALSTON PURINA CO.
GRUEN WATCH CO.
RAYSOL, INC.

The local advertiser knows his market! And in Cincinnati, the local advertisers choose WKRC! Here's why:

Of the 1,302,371 persons living within the listening area of WKRC, 74.4% are habitual listeners to this popular Columbia station (Price Waterhouse Survey) — an audience of practically a million listeners spending an annual income of $235,000,000!

WKRC carries Columbia's finest programs. It SELLS your product, because it presents your product in company with the best on the air! Right at the top of the dial, with 1000 watts power, 100% modulation, finest Western Electric equipment, including double turntables for both 33 and 78 r.p.m., and a full 19-hour unbroken schedule every day, WKRC offers you every facility and advantage! It *reaches* the buyers . . it *sells* them . . . it *keeps* them sold!

That's why these and 60 other advertisers "on the ground" choose WKRC. They know the listening habits and buying habits of this vast million-buyer market. And they know that for RESULTS— profitable, low-cost SALES — *the* station to use in Cincinnati is

WKRC

THE ONLY COLUMBIA BASIC STATION IN THE RICH OHIO VALLEY

Ask Yourself These Questions

Before You Place the Advertising Campaign for Your Station . . .

■

1. — Which publication in the broadcasting field commands the greatest confidence of its readers?

2. — Are its editors recognized by the industry as trained authorities, capable of handling news in an interpretive, analytical and unbiased manner?

3. — Does the publication offer information that has actual working value?

4. — What class of advertisers use its pages?

■

These questions are all important and have a direct bearing on the results you may expect from your advertising.

■

The following stations have used BROADCASTING to carry their messages to the national field:

WBBM	WIP	WPTF
WBT	WJR	WTIC
WBZ	WLW	KDKA
WBZA	WMAL	KELW
WCAE	WMAQ	KFH
WCAU	WMBD	KFKX
WCCO	WMT	KMBC
WCSH	WNAX	KMOX
WFAN	WOKO	KSTP
WFBG	WOR	KYW
	WPG	

■

BROADCASTING

THE NEWS MAGAZINE OF THE FIFTH ESTATE

National Press Bldg. Washington, D. C.

TWO MORE stations claim "scoops" on the news of the Lindbergh baby kidnapping. WAAB, Boston, logged 11.29½ p.m., the night of the kidnapping, as the time that Announcer Don Morton broadcast the news after receiving it over the teletypewriter from the BOSTON HERALD. WIP-WFAN, Philadelphia, says it flashed the news at 11:30 p.m.

TRIBUTE is paid to Fort Worth's three broadcasting stations, WBAP, KTAT and KFJZ, in an article appearing in a recent issue of the FORT WORTH CHAMBER OF COMMERCE NEWS. The article points out that the facilities of the three stations have been available to the civic body without cost from time to time.

TEMPERAMENTAL broadcasters sometimes make unusual demands of announcers at WBZ-WBZA, Boston. A political speaker insisted recently that Edward J. Lord arrange a whole row of microphones so that he could move from one to the other during his speech. Another orator, Lord reports, requested the announcer to follow him about the studio with a mike.

PROGRAM NOTES

WTMJ, Milwaukee, has prepared a special program of unusual interest for DX listeners from 1 to 2 a.m. April 8. Thousands of DX fans throughout North America will try to pick up as many Wisconsin stations as possible.

AN HOUR and a half performance of "Othello" was broadcast recently over the British Broadcasting Corporation. Three Shakespearian artists, Henry Ainley, Peggy Ashcroft and John Gielgud, played leading parts.

CIVICS and government will be the subject of a series of radio lectures to be broadcast over an NBC network on Tuesdays from 8 to 8:30 p.m., beginning April 5, under the auspices of the committee on civic education by radio, appointed by the National Advisory Council on Radio in Education in cooperation with the American Political Science Association. John Dewey, Charles A. Beard, John Finley, Charles E. Merriam, William Bennett Munro and Stuart Chase are included in the list of speakers. The chairman of the committee on civic education is Prof. Thomas H. Reed of the University of Michigan.

CHIC SALE acted as master of ceremonies for the start of the radio series of Homer Croy's "Headed for Hollywood" over KTM, Los Angeles. It will run once weekly through June. "Seats for Everybody" was Chic's slogan for the gala premiere.

THE LONGEST religious service ever broadcast was repeated for the third consecutive year on Good Friday when the three-hour Passion Service was carried over the coast-to-coast network of the CBS from the Bethlehem Chapel of the Washington Cathedral, Washington, D. C. The Right Rev. James E. Freeman, D.D., Bishop of Washington, delivered seven addresses during the course of the program, which began at noon.

KFRC, San Francisco, has started a studio feature with a weekly program to be known as "Le Petite Cafe," with the atmosphere of night club life in Paris. Marie De Veaux, who also takes part in the Blue Monday jamboree, will be the hostess and star performer.

HUGH BARRETT DOBBS, captain of the "Shell Ship of Joy" over the Don Lee-CBS network in the west, observed the fourth radio anniversary of this feature on March 15. It had been on the NBC coast chain for more than three years before transferring to the other group early this year under its original sponsor, the Shell Oil Co., San Francisco.

"MINUTE MELODIES" captions a weekly program from KTM, Los Angeles, wherein each selection is of sixty seconds duration only. The bulk of the half hour period consists of instrumental solos by members of the studio orchestra and string ensemble. The program is sustaining.

UNCLE REMUS, Joel Chandler Harris' famous colored character who tells stories of Br'er Rabbit, Br'er Fox and others, is appearing regularly over WGN, Chicago, in the person of Mary Afflick, who has adapted the stories for radio.

ISHAM JONES and his orchestra, for many years a popular dance group, has been signed under the exclusive management of the CBS, according to announcement by Ralph Wonders, director of the Columbia Artists Bureau.

KDKA, Pittsburgh, in cooperation with THE PITTSBURGH PRESS, now presents a complete news broadcasting service both daily and Sunday. Five broadcasts are given each week day and two on Sunday. Lloyd C. Thomas, general commercial manager of the station, and Edward T. Leech, editor of the Press, spoke on the inaugural program Feb. 22.

KTM, Los Angeles, has made an arrangement with Fox West Coast Theatres to use a trailer in all its neighborhood houses nightly. It calls attention to the Beverly Hill Billy act and other features on the station and suggests that theatre patrons tune in on KTM when home.

HIS HOLINESS Pope Pius XI will speak from St. Peter's Cathedral, Vatican City over an NBC-WEAF network Sunday, April 3, atmospheric conditions permitting. The broadcast will be heard from 12 noon to 1:00 p.m., EST. Pope Pius will speak in Italian for about twenty minutes, after which an English translation will be given. The Vatican City radio station, HVJ, will short-wave the program.

THE VAGABONDS TRIO (Harold, Dean and Curt) have returned to the staff of KMOX, St. Louis, after a year's absence. They have been featured previously on both the NBC and CBS networks.

THE ROYAL ORDER of Optimistic Doughnuts, weekly frolic over KNX, Hollywood, and sponsored by the Davis Perfection Bread Co., Los Angeles, marked its 375th consecutive appearance the middle of March by making its first public appearance outside of the studio. The program went on the stage of the Boulevard Theater, Los Angeles. Talent consists of colored entertainers.

WMAQ, Chicago, is broadcasting a 15-minute program of interest to radio amateurs every Saturday with the cooperation of the American Radio Relay League. The programs are prepared by Forrest Wallace, WMAQ announcer and owner of W9CRT, an amateur station.

"Voice of the Alleghenies"

WFBG Altoona, Pennsylvania

WM. F. GABLE CO.

Near the Famous Horse Shoe Curve

• • •

COVERS CENTRAL PENNSYLVANIA with population area of 300,000.

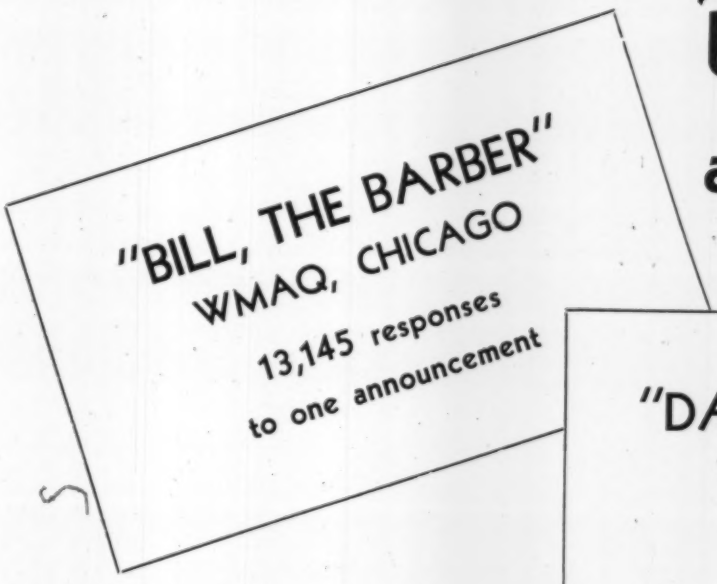
IN THE HEART of rich farming, railroad and mining section.

LOCAL STATION that gives only reliable service available in a forty mile radius.

Equipped with 33 1/3 and 78 r.p.m. turntables.

AUDIENCE RESPONSE

both immediate and sustained--



"DAN AND SYLVIA"
WMAQ, CHICAGO
Average of 641
responses daily

41 STATES

represented in one

WMAQ mail response

Following a 15-minute program broadcast locally over WMAQ on Saturday evening, February 13, mail was received from 344 cities in 41 states and from 5 cities in Canada. This evidence of the widespread popularity of WMAQ is enforced by the distribution of mail received by "Bill, the Barber." Nineteen states are represented in the 13,145 responses, with 8,685 from Illinois, 2,769 from Wisconsin, 821 from Indiana, 628 from Michigan and 197 from Iowa. A population of 23,300,000, with 12,200,000 listeners, in WMAQ's zone of major influence and thousands of listeners throughout the country offer a market that assures you audience response, both immediate and sustained.

A SINGLE announcement during Jo-Cur's program, "Bill, the Barber," broadcast over WMAQ only, brought 13,145 requests for a free sample. No build-up preceded the announcement, and the program has been "on the air" but a short time, which makes this volume of mail convincing proof of the vast audience WMAQ serves and the immediate response that advertisers obtain through use of this station. And certain proof of sustained response is shown in the average daily mail of more than 600 letters received by "Dan and Sylvia" during an extended sampling campaign conducted by Nivea Cream over WMAQ. In many cases, cartons were inclosed, demonstrating purchase of the merchandise. Thus a new program, and a program broadcast for several years, combine to demonstrate the remarkable response that advertisers secure over this station . . . a station known throughout its broadcast area, and nationally, for quality entertainment and outstanding features.

670 Kilocycles

Cleared Channel--100% Modulation

WMAQ

DAILY NEWS PLAZA · 400 W. MADISON ST. · CHICAGO, ILL. · PHONE ANDOVER 3322

KGO, Oakland, on March 14 started a week-day afternoon series called "Dixie Memories" with Sambo and Mandy and Dixie Marsh with a quarter-hour of drama and music. Piano, vocal, standard guitar, handsaw and octo-chorda will be used on the bill. Sambo and Mandy in real life are Carolyn and Sam Moore (Mr. and Mrs.) They have been on vaudeville circuits and were heard on Dobbsie's Shell Happy-time when it was an NBC feature out of KPO, San Francisco.

FIFTY-FIVE of America's best known radio and dance orchestras will assist General Motors at national exhibits in as many cities during the week of April 2-9. The entertainments are to be staged in conjunction with the Music Corporation of America.

THE SATURDAY night barn dance over WLS, Chicago, is now presented from the stage of the Eighth street theater. The show is reported to be a sell-out.

AT THE TOP OF THE DIAL
WNAX
570 KC
THE HOUSE OF GURNEY INC.
YANKTON SOUTH DAKOTA

WNAX

Yankton South Dakota

9:45 to 10:00 P. M. Daily

■

"A BOUQUET OF MEMORIES"

"A bouquet of Memories"—one of the sweetest programs on the air. Quiet; Appealing; Satisfying. It is bringing in a wonderful response. The audience is there and it awaits sponsorship. An ideal program for dignified, result getting advertising.

WNAX

Yankton South Dakota

1000 Watts 570 Kc.

KNX, Hollywood, has inaugurated a Sunday morning series with stories of the sea told by Stuart Buchanan. The episodes were related to Buchanan by a retired sea captain of the old school of square riggers.

KFRC, San Francisco, has begun a unique weekly series called "Congressional Medal Dramas," depicting in drama and music the deeds and achievements of wearers of the Congressional Medal and reenactment of their heroic deeds. Philip Katz, now public administrator in San Francisco and wearer of the coveted honor, opened the series. Merle Matthews, production manager, writes the act, Eugene Eubanks directs presentation and Meredith Willson conducts the orchestra.

KFI, Los Angeles, has started "The Question Box" as a weekly feature. The feature will not be limited to queries about radio. Anonymous questions will not be recognized. Inquirers will be sent post cards telling them when to listen in for the answers.

WEEKLY broadcasts of prize fights from the Olympic Auditorium, Los Angeles, have been discontinued over KFWB, where they had been a broadcast feature for several years. The prize fight promoters announced that the radio program had hurt the gate receipts. The KFWB management countered with the declaration that the broadcast had publicized matches between little-known fighters.

RAY CANFIELD and his Hawaiian Beach Boys, recently at KFI-KECA, Los Angeles, have gone over to KHJ. Another Hawaiian group, Lani McIntyre's, lately of KGFJ, have signed up for the studio staff of KFAC, Los Angeles.

KGER, Long Beach, Cal., will broadcast the proceedings in part of the following conventions this summer as it has just been made official outlet for special events at the new $3,000,000 civic auditorium at Long Beach: International Typographical Union; the Supreme Pyramid, Ancient Egyptian Order of Sciots; Canadian Legion of the British Empire Service League; P. E. O. Sisterhood and the United Spanish War Veterans, Department of California.

HARRY GEISE, program manager of KMTR, Hollywood, has started a new evening studio program based on a mythical Paradise Isle, the Monte Carlo of America. A nightly horse race is featured.

Society Sues WCOD

WCOD, Harrisburg, Pa., is named defendant in a copyright infringement suit filed by the American Society of Composers, Authors and Publishers in the Federal District Court for the middle district of Pennsylvania.

CBS Feature Broadcast From Fast Train Diner

MARKING a new departure in broadcasting, CBS on March 27 broadcast the regular Every-Ready program from a B. & O. train travelling faster than a mile-a-minute. Transmitted over the network by means of short-wave pick-up, the stunt was witnessed by a number of radio officials, members of Congress and newspapermen. The new type electro-dynamic microphone was used for the broadcast. The diner of the train, traveling between Washington and Baltimore, was improvised as the studio, and the kitchen was converted into the control room. The program featured Belle Baker and Jack Denny and his orchestra.

U. S. Officials Schooled For Radio Appearances

OFFICIALS of the United States Department of Agriculture are trained before they attempt to make addresses in the National Farm and Home Hour over NBC or on any other radio program, according to Morse Salisbury, chief of the department's radio division. Voice tests are held daily in a special studio.

Explaining that this training enables the speakers to appear to best advantage, Mr. Salisbury has the following advice to offer radio speakers:

"After you have written your speech, go over it. Break your sentences in two ruthlessly, until you get the knack of writing short, pile-driver sentences that drive home your ideas."

Outdoor-Radio Tieup

OUTDOOR advertisers are being furnished a radio service by the Stoner-McCray System, Des Moines outdoor advertising concern, through a tieup with Central Broadcasting Co., operating WHO, Des Moines, and WOC, Davenport. The institutional idea predominates, although the outdoor advertising concern also handles other radio accounts under a contract with the stations. About 10 advertisers are employing the combined media. G. Dan Frey, president of the Des Moines Advertising Club, arranges and announces the program.

Croy Goes Radio

HOMER CROY, late of Long Island, but now domiciled in Hollywood, where he has just written "Headed for Hollywood" in humorous vein, will have his tome done in radio version by Edward Lynn. Plans call for the premiere of the episodes early in April over KTM, Los Angeles, and thereafter twice a week until completed. Croy wrote "They Had to See Paris," which starred Will Rogers in the talkie version, and he also authored the new picture on which Rogers is now working in the film studios.

New Copyright Fees

(*Continued from page 5*)

of copyrighted compositions and should properly pay increased tribute to the Society. Mr. Buck joined in to protest the persecution of the Society, declaring that the Committee might better divert its attention to the licensing arrangements with motion picture houses of the Electrical Research Products, Inc., which, he charged, has taken in many millions in such fees in three years, as against less than a million dollars realized by the Society from motion picture copyrights.

In his letter, Mr. Vermilya pointed out his station has paid the Society a fee of $750 a year in advance, and that he had been notified that, starting in April, the fee would be jumped 100 per cent to $1,500. In a post script, he said he had just received word that the increased rate had been deferred 90 days by Mr. Mills.

"Out little station is only a 100 watt affair, way out here in a remote neck of the woods, and last year we did not even make $1,500, let alone pay such a fee," he said. "We have been on the air since 1921, being the eleventh station in the world. It does seem a shame that such tactics as this Society puts over should be permitted. We run 12 hours a day because the Radio Commission says we must to maintain our unlimited license. Then the Society turns around and soaks us for complying.

"There is nothing in the law at present to prevent the composers from charging us $5,000 next year, or even $10,000. They have no yardstick and it is within their power to crush us out of existence. I am endeavoring to hold them up here for a few days and in the meanwhile, will you please advise me if you can help us out and how? In answering, will you please advise me if I could get an injunction out against them from putting this increase into effect at least until such time as pending legislation is settled? If I can, where do I apply? Please let me hear from you as soon as possible, as our time is short."

In the postscript, Mr. Vermilya said a letter had just been received from Mills giving the additional 90 days at the old rate. He said he was willing to pay $750 a year, but that he still thought something should be done to "restrain these fellows or at least make them use a standard rate. I am sure you get the idea. This thing will start all over again in 90 days if nothing is done."

KMBC

helping the Advertiser ....CUT COSTS!

KMBC Announces "Run of Schedule" 40% Reduction in Rates

A Key Station of the Columbia Broadcasting System, originating regular daily programs to stations west of the basic network.

WHAT "RUN OF SCHEDULE" IS:

The Client may order the CLASS OF TIME desired at 60% of Program Rates, but may not specify definite time. The station will select favorable time from open periods available, and is not obligated to furnish the Client advance information as to the time any broadcast will be made. The Station will, however, if requested by Client, furnish certificate of performance giving actual time broadcast was made. "Run of Schedule" rates apply only on Program Rates, Classes "A", "B", "C" and "D"

MIDLAND BROADCASTING CO.
KANSAS CITY, MO

XUM

Congress and Radio Legislation

(*Continued from page 8*)

wording of the appeals section of the Couzens Communications Bill of the last Congress. The only important change in procedure would be to permit appeals on revocation orders of the Commission in the jurisdiction in which stations are located, rather than force them to come to the Court of Appeals in Washington. Guam and American Samoa also would be made subject to the jurisdiction of the Radio Commission.

It is understood that the bill consolidating the Radio Division, Department of Commerce, with the Radio Commission, will be made a part of the Omnibus Bill, in an effort to have this fusion effected at once. The measure already has passed the Senate, but has met unrelenting opposition in the House during the past two years.

Labor Bill

REGARDED as perhaps the most objectionable legislation ever to be introduced, from the standpoint of organized broadcasting, the Hatfield Labor Bill seems destined for favorable action, at least by the Senate Committee. Two members of the subcommittee—Hatfield and Barkley, (D.) Kentucky, are committed to the bill, while the third, Brookhart, (R.) of Iowa, has not expressed himself. The bill is being vigorously opposed by the Radio Commission and the NAB, because of the dangerous precedent it would establish, in that Congress would usurp the power of allocating facilities it already has vested in the Commission.

Hearings were begun before the subcommittee on March 15, at which time the Chicago Federation of Labor, operating WCFL, put on its case. The following day the NAB, through Harry Shaw, its president, offered opposition. Senator Barkley announced publicly at the hearings that he would vote favorably on the measure.

The Commission has asked to appear before the Committee, because of the importance of the legislation. It plans to offer testimony, through its members and staff, in opposition to the measure. This testimony will be in addition to that submitted to the Committee at the request of Chairman Hatfield, in which the Commission covered the history of WCFL, and the past efforts of labor to disrupt the present allocations.

Mr. Shaw told the Committee that to pass the bill would be to give labor a vested right in a frequency—a right that Congress claims it has not given to any broadcaster. It would further complicate international negotiations with Mexico and Cuba respecting frequency distribution. He said another North American Conference is inevitable, and that the existence of a vested right in even one wave would present a serious situation.

The arguments presented by representatives of the American and Chicago labor federations were similar to those repeatedly given before committees of Congress. E. N. Nockels, general manager of WCFL, said that if the clear channel was given labor, it would not be used for a single high power station, but that stations would be established in different parts of the country and would be connected by wire or by short waves. Technically, his testimony held no water.

Commission Warning

THE LABOR group paraded its stars before the Committee. They criticized the Commission and accused it of improper treatment of labor, and emphasized the need for a labor "radio mouthpiece." Testifying were Matthew Woll, vice-president of the A. F. of L.; Timothy Shay, assistant president of the Brotherhood of Locomotive Firemen and Engineers; W. B. Rubin, attorney for WCFL, and John P. Frey, secretary-treasurer of the Metal Trades Section of the A. F. of L.

In a voluminous document in which it answered a series of questions on labor-radio propounded by Hatfield, the Commission answered chronologically every allegation and inference against it. The Commission stressed the danger of the bill in these words:

"There are numerous groups of the general public which might similarly demand the exclusive use of a frequency for their benefit. There are nearly 5,000,000 Masons in the United States and about as many Odd Fellows. This classification could be carried on until more groups than frequencies would be found. Since there is only a limited number of available frequencies for broadcasting, this Commission is of the opinion that there is no place for a station catering to any group, but all stations should cater to the general public and serve public interest as against group or class interest."

The Commission said also that the bill was designed wholly for the benefit of the A. F. of L., and that it would be "wholly inconsistent" with the Davis Amendment, which undertakes to make all broadcast facilities available for assignment geographically.

WGAL Urges Sponsors to Advertise Programs

ADVERTISING of radio programs in local publications is being advocated by WGAL, Lancaster, Pa., among all its advertisers. When its commercial department obtains an advertising contract, the salesman handling the account is instructed to suggest advertising the program in newspapers, handbills and folders.

The advertiser is told that the station will prepare the advertisements subject to his approval. Then the WGAL continuity department writes and places them in the desired publications. This additional service of WGAL has proved beneficial both to the station and to the advertiser. Many of the commercial programs on the station are advertised in the daily newspapers each week.

Performance

—isn't that all that really matters in picking a frequency monitor?

Of course it is. And the only way to get the most for your money is to buy the monitor that gives you the most in reliable performance.

Base your choice on definite performance specifications. Consider guaranteed accuracy, frequency stability, and ease of operation. Don't be confused by claims of novel design. Actual performance is all that matters. Get performance guarantees.

FREQUENCY MONITORS

are guaranteed to be accurate to within ± (2 thousandths of 1 per cent ±5 cycles). Our tests show frequency stability (*i.e.*, day-to-day and month-to-month drift after installation) to be better than ±4 cycles at 500 kc. and ±9 at 1500 kc. in spite of changes in room temperature, tubes, etc.

A General Radio Frequency Monitor can be operated continuously and both the amount and direction of frequency drift read from a distance without going near the unit. An occasional routine inspection is the only attention required. You can't beat that for ease of operation.

General Radio Frequency Monitors mount on a standard relay rack or on a small desk-type rack and require no alterations in the transmitter.

DELIVERIES *and* PRICE

The many frequency monitors in service are evidence that General Radio is making deliveries. Orders placed now can be shipped in four weeks, the time it takes to grind, adjust, and test the quartz plate.

But why wait to order? By ordering now you avoid the last-minute rush. Yet you can lose nothing, for we guarantee to supply approved equipment or refund your money.

$550
COMPLETE
Less 5 Tubes

GENERAL RADIO CO.
CAMBRIDGE A, MASSACHUSETTS

ACTIONS OF THE
FEDERAL RADIO COMMISSION
MARCH 15 to MARCH 31 INCLUSIVE

Applications . . .

MARCH 15

NEW, Cape Girardeau, Mo.—Parker H. Cunningham asks CP for any frequency between 2004 and 2304 kc., 15 w.; experimental visual broadcasting service.

MARCH 16

WJAR, Providence, R. I.—Modification of license to change from 250 w., 500 w. LS-experimental, to 500 w. day and night on experimental basis, resubmitted without amendment.

WRDO, Augusta, Me.—License to cover CP granted 5-9-30 for a new station on 1370 kc.

WIBG, Elkins Park, Pa.—Modification of license to change from 930 kc., 25 w., D., to 970 kc., 100 w., D. to sunset at Chicago, and move studio to Glenside, Pa.

WRAX, Philadelphia—CP to move station locally, install new equipment, and change from 1020 kc., 250 w., D. to 920 kc., 250 w., 500 w. LS, share with WPEN (using same transmitter).

WPEN, Philadelphia—CP to change from 1500 kc., 100 w., 250 w. LS, unlimited to 920 kc., 250 w., 500 w. LS, share with WRAX, using proposed transmitter of WRAX (see above) at new location.

WFBC, Knoxville, Tenn.—Move station from Knoxville to Greenville, S. C., and increase power from 50 w. to 100 w., installing new transmitter.

WSPA, Spartanburg, S. C.—Install automatic frequency control.

KMAC, San Antonio—Voluntary assignment of license to Walmac Company, Inc.

KUOA, Fayetteville, Ark.—Voluntary assignment of license to Southwestern Hotel Co.

WCLO, Janesville, Wis.—CP to install new transmitter.

KTAR, Phoenix, Ariz.—Direct measurement of antenna input.

Applications returned: NEW, Battery and Electric Co., Inc., Greenville, S. C.—CP for a new station on 590 kc.; KFKU, Lawrence, Kans.—Use WREN's transmitter; NEW, Thirty-first St. Baptist Church, Indianapolis—CP for a new station on 1310 kc.

W2XDU, New York—Modification of CP for extension of construction period from 4-1-32 to 7-1-32; general experimental service.

W6XAO, Los Angeles—Renewal of visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 150 w.

MARCH 17

W3XAL, Bound Brook, N. J.—Modification of license for additional frequency of 11770 kc.; experimental relay broadcasting service.

W3XAU, Philadelphia—Modification of CP for extension of completion date to 8-13-32; experimental relay broadcasting.

W4XB, Miami Beach, Fla.—Modification of CP for extension of completion date to 7-17-32; experimental relay broadcasting.

MARCH 18

WMBC, Detroit—Modification of CP to install new transmitter.

WHK, Cleveland—Modification of license to increase power from 1 kw. to 1 kw., 2½ kw. LS.

KFJZ, Fort Worth—Install automatic frequency control.

WTSL, Laurel, Miss.—Voluntary assignment of license to Evangeline Broadcasting Co.

WTSL, Lafayette, La.—CP to move station from Laurel to Lafayette, La., and install new transmitter.

WGL, Fort Wayne, Ind.—License to cover CP granted 3-4-32 for changes in equipment.

WKBB, Joliet, Ill.—CP to move station from Joliet to East Dubuque, Ill., and change from 1310 kc., sharing with WCLS to 1500 kc., half time (specified hours).

KFNF, Shenandoah, Ia.—Install automatic frequency control.

NEW, Abiliene, Tex.—Thomas Edward Williams for CP to use 1420 kc., 100 w., unlimited time (facilities of KFYO).

Applications returned: WEAN, Providence, R. I.—Increase night power to 500 w.; NEW, Charles F. Sheaffer, Oklahoma City, Okla.—CP on 620 kc.; WOWO, Fort Wayne, Ind.—Increase power to 50 kw.; KFJB, Marshalltown, Ia.—Request for unlimited time.

MARCH 19

WKBZ, Ludington, Mich.—Install automatic frequency control and CP to make changes in equipment and increase power from 50 w. to 100 w.

KELW, Burbank, Cal.—Modification of CP to extend completion date to May 4.

MARCH 22

WHAT, Philadelphia—CP to move transmitter locally and install new equipment.

NEW, Troy, Ala.—Troy Broadcasting Co. for CP to use 1210 kc., 100 w., D.

WMC, Memphis, Tenn.—CP for auxiliary transmitter to operate with 500 w.

WCCO, Minneapolis—Modification of CP for 50 kw.; requests approval of proposed transmitter.

WCAT, Rapid City, S. D.—CP to install a new transmitter.

KELW, Burbank, Cal.—Modification of license to change from sharing with KTM to unlimited.

KFXD, Nampa, Idaho—Modification of license to change from 1420 kc. to 1200 kc.

WORK, York, Pa.—License to cover CP granted 11-27-31 for a new station on 1000 kc.

KGDA, Mitchell, S. D.—CP to change from 1370 to 1420 kc.

MARCH 24

WHOM, Jersey City, N. J.—CP to move station locally and install new equipment.

WCDA, New York—CP to make changes in equipment.

WCAE, Pittsburgh—Direct measurement of antenna input.

NEW, Abiliene, Tex.—Bernard Hanks for CP to use 1340 kc., 100 w., unlimited time.

KFH, Wichita, Kan.—Install automatic frequency control.

NEW, Deadwood, S. D.—Claude Raymond Brand for CP to use 1200 kc., 100 w., 4 hours daily (facilities of WCAT).

KGCA, Decorah, Ia.—Modification of license amended to request 100 w. instead of 90 w.

KMPC, Beverly Hills, Cal.—License to cover CP granted 6-17-31 for new transmitter.

Applications returned: NEW, Boston Herald-Traveler Corp., Boston—CP on 1500 kc.; WCGU, Brooklyn—Increase in hours of operation; NEW, J. H. French, Decatur, Ala.—CP on 1420 kc.; NEW, Virgil V. Evans, Spartanburg, S. C.—New station at Greenville, S. C., on 1310 kc.; KID, Idaho Falls, Idaho—Modification of license for 500 w., unlimited time.

W3XK, Wheaton, Md.—CP for installation of new transmitter; experimental visual broadcasting.

MARCH 26

WCDA, New York—CP to make changes in equipment.

NEW, Williamsport, Pa.—Sun-Gazette Broadcasting Co. for CP to use 1370 kc., 100 w., share with WRAK.

WRVA, Richmond, Va.—Install automatic frequency control.

NEW, La Grange, Ga.—Allen Wright Marshall, Sr. and Jr., for amended and resubmitted to request 1500 kc., share with WRDW instead of 1120 kc., unlimited time.

KLRA, Little Rock, Ark.—CP to make changes in equipment and increase power from 1 kw. to 1 kw., 2½ kw. LS.

KFVD, Culver City, Cal.—Modification of license to move main studio to Los Angeles.

KOB, State College, N. M.—CP to move station to Albuquerque, N. M., make changes in equipment and decrease power from 20 kw. to 10 kw.

KPCB, Seattle—Install automatic frequency control.

KTFI, Twin Falls, Idaho—Modification of license to change from 250 w., 500 w. LS to 500 w. day and night.

MARCH 30

WIBG, Elkins Park, Pa.—CP amended to request authority to make changes in equipment and move studio to Glenside, Pa.

KVOO, Tulsa, Okla.—Modification of CP to request approval of equipment authorized under 3-P-B-1529 granted 11-17-31 and present transmitter location.

WISN, Milwaukee—Direct measurement of antenna input.

KPCB, Seattle—CP to install temporary auxiliary contingent upon the authorization of 5-F-B-185.

KTW, Seattle—License to cover CP, granted 7-14-31 to make change in equipment.

W2XCD, Passaic, N. J.—CP to rebuild station, 1550 kc., 5 kw.; sound track in connection with visual broadcasting.

MARCH 31

WIBG, Elkins Park, Pa.—Modification of license amended to request D. hours of operation instead of "daytime to sunset at Chicago."

WHP, Harrisburg, Pa.—Modification of license to change hours of operation from sharing with WBAK D. and with WBAK and WCAH at night to sharing with WCAH at night only. (Facilities of WBAK.)

NEW, Prophetstown, Ill.—CP to use 1070 kc., 5 w. D. (facilities of WDZ and WCAZ).

WBBM-WJBT, Chicago—Modification of license to synchronize with station KFAB during specified night hours. Also install automatic frequency control.

KFAB, Lincoln, Neb.—Modification of license to synchronize with WBBM-WJBT during specified night hours. Also install automatic frequency control.

KFQD, Anchorage, Alaska—CP to make change in equipment and increase power from 100 w. to 250 w.

KGEZ, Kalispell, Mont.—CP to install new equipment, increase power from 100 w. to 250 w., change frequency from 1310 kc. to 1260 kc., move station locally, change from unlimited time to one-half time.

Applications returned: NEW, H. Verne Spencer, Jeannette, Pa.—CP on 930 kc.; NEW, Ilor Clive Lankford, Jr., Seymour, Tex.—CP on 1310 kc.; NEW, C. F. Wynne, Seymour, Tex.—CP on 1140 kc.; NEW, Boyd Swallows Radio Shop, Baxter, Tenn.—CP on 600 kc.; NEW, Maurice L. Barrett, East St. Louis, Ill.—CP on 1310 kc.

GLOSSARY

CP—Construction permit.	KC—Kilocycles.
LP—Limited power.	KW—Kilowatts.
LS—Power until local sunset.	D—Daytime.
LT—Limited time.	W—Watts.

Ex. Rep.—Examiner's Report.
G.O.—General Order.

Decisions . . .

MARCH 15

WBT, Charlotte, N. C.—Granted modification of CP approving proposed equipment of 50 kw. transmitter.

WSB, Atlanta—Granted modification of CP approving proposed equipment of 50 kw. transmitter.

KRKD, Los Angeles—Granted license covering installation of new equipment and moving station from Inglewood to Los Angeles—1120 kc., 500 w., shares with KFSG.

WCAC, Storrs, Conn.—Granted modification of license to change hours of operation to the following: Saturday and Sunday, silent; Monday, Tuesday, Thursday and Friday, 12:30 to 1 p. m., 7 to 8 p. m.; Wednesday, 12:30 to 1 p. m., 4:30 to 5 p. m., 7 to 8 p. m.

WICC, Bridgeport, Conn.—Granted modification of license to change hours of operation from all hours not licensed for use of WCAC to specified hours as follows; Sunday 9:30 a. m. to 11 p. m.; Monday, Tuesday, Thursday and Friday 7:45 a. m. to 12:30 p. m.; 1 to 7 p. m., 8 p. m. to 12 midnight; Wednesday, 7:45 a. m. to 12:30 p. m., 1 p. m. to 4:30 p. m., 5 to 7 p. m., 8 p. m. to 12 midnight; Saturday, 7:45 a. m. to 12 midnight, EST.

WCSC, Charleston, S. C.—Granted consent to voluntary assignment of license to South Carolina Broadcasting Co., Inc.

WABC-WBOQ, New York—Granted authority to make experimental transmission test from transmitter located at Wayne, N. J., for period of 30 days from March 17, on 800 kc. and 860 kc. with 50 kw. power, between 2 and 4:30 a. m. daily.

WBBM, Chicago—Granted permission to modify outstanding CP to include two additional spare tubes in last radio stage so connected with switches that they may be used as spares and in case of failure thrown into regular circuit.

KCMC, Texarkana, Ark.—Granted authority to conduct program test for additional 10 days from March 10.

WLWL, New York—Granted special authority to operate from 8 to 9 p. m., EST, April 14, 1932, if station WPG remains silent.

WQBC, Vicksburg, Miss.—Granted special license to operate night hours for 60 days, as an experiment on 1360 kc.

WOR, Newark—Granted 60 days additional time in which to select location for new 50 kw. transmitter and to submit proof that order has been placed for new equipment.

Set for hearing: WCAL, Northfield, Minn.—Requests modification of license to increase hours of operation from sharing with KFMX, WLB-WCMS and WRHM to sharing with KFMX and WLB-WGMS (facilities of WRBM); KFMX, Northfield, Minn.—Requests modification of license to increase hours of operation from sharing with WLB, WCAL and WRHM to sharing with WLB and WCAL only (facilities of WRHM).

WLAP, Louisville—Granted authority to take depositions in Louisville to be used for hearing on April 11, 1932.

NEW, W. H. Allen & Co., Alexandria, La.—Granted authority to take depositions in Alexandria, to be used for hearing on March 31, 1932.

NEW, Stewart A. Heigold, Yuma, Ariz.—Granted authority to take depositions in Yuma and South Gate, Cal., to be used for hearing April 4, 1932.

WFIW, Hopkinsville, Ky.—Application for renewal of license dismissed from hearing docket.

MARCH 18

KFAB, Lincoln, Neb.—Granted 30-day extension to make proof of purchase site for 25 kw. transmitter.

WSB, Atlanta—Granted extension to April 17 to select 50 kw. site.

KCMC, Texarkana, Ark.—Granted modification of CP and license covering transmitter location from 3rd and State Line Ave. to 2600 Locust St., Texarkana, 1420 kc., 100 w., unlimited.

WCCM, Gulfport, Miss.—Granted CP to install new 1 kw. transmitter; change frequency from 1210 to 590 kc.; change power from 100 w. to 1 kw. and hours of operation from unlimited to D.

NEW, Attala Milling and Products Co., Kosciusko, Miss.—Granted CP for new station, 1500 kc., 100 w., unlimited time.

KPO, San Francisco—Granted CP approving proposed 50 kw. transmitter site.

WGST, Atlanta—Granted CP to make changes in equipment.

KLS, Oakland, Cal.—Granted CP to make changes in equipment.

KFYO, Lubbock, Tex.—Granted modification of CP to

change transmitter location from Texas Tech Campus to 2312 Fifth St., Lubbock.

WGBB, Freeport, N. Y.—Granted license covering local move of transmitter, 1210 kc., 100 w., shares with WJBI, WCOH and WMRJ.

KGGF, So. Coffeyville, Okla.—Granted modification of license to move studio from Coffeyville, Okla., to Journal Bldg., Coffeyville, Kans.

WLBC, Muncie, Ind.—Granted modification of license to increase hours of operation from sharing with WJAK to simultaneous D. operation with WJAK, share with WJAK at night.

WIAS, Ottumwa, Ia.—Granted modification of license to change facilities with KWCR, 1310 kc., 100 w., specified hours.

KWCR, Cedar Rapids—Granted modification of license to change facilities with WIAS, 1420 kc., 100 w., unlimited time.

WOS, Jefferson City, Mo.—Granted consent to voluntary assignment of license to Missouri State Marketing Bureau.

KGKX, Sandpoint, Idaho—Granted consent to voluntary assignment of license to Sandpoint Broadcasting Co.

WSMB, New Orleans—Granted permission to use 500 w. transmitter previously licensed, for 2 weeks while moving main transmitter for which authority is outstanding.

W2XE, Long Island, N. Y.—Granted CP for new experimental relay broadcasting transmitter; move transmitter to near Wayne, N. J., change equipment from 20 kw. Western Electric transmitter to 5 kw. DeForest transmitter, additional frequency 6120, 11830 and 15270 kc.

The following stations were granted authority to install automatic frequency control: WDSU, New Orleans; WNAX, Yankton, S. D.; WHB, Kansas City, Mo.; WTMJ, Milwaukee; WMBI, Chicago; KSCJ, Sioux City, Ia.; KLZ, Denver; KFOX, Long Beach, Cal.; KOAC, Corvallis, Ore., and KGW, Portland, Ore.

Set for hearing: WAAB, Boston—Requests modification of license to increase D. operating power from 500 w. to 1 kw.; KMLB, Monroe, La.—Requests modification of license to increase hours of operation from D. to unlimited; WLB-WGMS, Minneapolis—Requests modification of license to increase hours of operation from sharing with WRHM, WCAL and KFMX to sharing with WCAL and KFMX (facilities of WRHM).

WKZO, Kalamazoo, Mich.—Denied authority to operate unlimited time on April 2 with power of 250 w.

WRAK, Williamsport, Pa. (Ex. Rep. 295)—Granted renewal of station license, 1370 kc., 100 w., one-half time; hours 6 to 9 a. m., 12 M to 3 p. m., and 6 to 9 p. m., reversing Examiner Yost.

NEW, The Sun Gazette Co., Williamsport, Pa.—Denied CP for new station, 1370 kc., 100 w., share with WRAK, reversing Examiner Yost.

NEW, Knickerbocker Broadcasting Co. Inc. New York (Ex. Rep. 322)—Denied CP for experimental visual broadcasting station, reversing Examiner Walker.

NEW, Troy Broadcasting Co., Troy, Ala. (Ex. Rep. 329)—Dismissed application for new station 1500 kc., 50 w., D. hours, sustaining Examiner Pratt.

WSIX, Springfield, Tenn.—Granted renewal of license, 1210 kc., 100 w., full time, sustaining Examiner Pratt except as to time.

WELL, Battle Creek, Mich. (Ex. Rep. 332)—Granted CP to move location of transmitter locally and install new equipment 1420 kc., 50 w., unlimited time; denied increase in power to 100 w., sustaining Examiner Walker.

MARCH 22

KUJ, Walla, Walla, Wash.—Granted authority to operate unlimited time on account of flood conditions for 10 days.

KGPW, Salt Lake City—Granted authority to use equipment owned by Naval Communication Reserve for period of one week for purpose of conducting tests in connection with establishment of municipal police service.

WCLO, Janesville, Wis.—Granted CP to install new transmitter.

KGMP, Elk City, Okla.—Granted extension of existing license to June 1, 1932, subject to result of decision on any pending proceeding affecting this station.

Set for hearing: NEW, Tulsa, Okla.—Requests CP 1400 ksc., 250 w., night 500 w. LS, unlimited (facilities of KOCW except when KUOA is operating; WTEL, Philadelphia—Requests modification of license to increase hours of operation from sharing with WHAT (WHAT and WTEL not to operate when WCAM is operating) to time assigned to but not used by WHAT and WCAM. KFWI, San Francisco, and KTM, Los Angeles—Application for renewal of license set for hearing because of nature of programs broadcast, including fortune telling, etc.

MARCH 24

Set for hearing: Shortwave and Television Corp., Boston, Mass.—Applications for renewal of license of all stations operated by this company set for hearing to determine whether or not its experimental licenses are being used in stock promotion or are contrary to public interest.

KGIZ, Grant City, Mo.—Granted permission to intervene in the matter of the application of the American Legion for a new station at Albany, Mo., which is only 22 miles from Grant City.

Shortwave Broadcasting Corp., Boston—Petition asking Commission to reconsider its decision of February 19, 1932, granting CP for for an experimental relay broadcasting station at Miami, Fla. (WIOD-WMBF) and requesting a hearing in that case, denied.

KDYL, Salt Lake City—Granted motion to rescind action designating the application for renewal of license of this station for a hearing. KDYL issued regular renewal license.

MARCH 25

WWNC, Asheville, N. C.—Granted CP to install new 1 kw. transmitter.

KFBB, Great Falls, Mont.—Granted CP to make changes in equipment.

WFBG, Altoona, Pa.—Granted modification of CP to make changes in proposed equipment.

WOAI, San Antonio—Granted modification of CP to extend completion date to May 28, 1932.

WSMB, New Orleans—Granted modification of CP approving proposed location of transmitter at 901 Canal St., New Orleans.

WDAY, West Fargo, N. D.—Granted modification of CP to move transmitter locally and install new transmitter.

WLBL, Stevens Point, Wis.—Granted modification of CP extending completion date to May 1, 1932.

WBEO, Marquette, Mich.—Granted modification of license to change hours of operation to the following: Daily, 7:30 to 9:30 a. m.; 11:30 a. m. to 1:30 p. m.; 4:30 to 7:30 p. m.; Sunday, 9 a. m. to 2 p. m., CST.

WJAX, Elkhart, Ind.—Granted modification of license to increase hours of operation from sharing with WLBC to simultaneous day, share with WLBC night.

WRDO, Augusta, Me.—Granted license covering erection of new station, 1370 kc., 100 w., unlimited time and direct measurement of antenna input.

WDOD, Chattanooga—Granted license covering changes in equipment, 1280 kc., 1 kw. night, 2½ kw. LS, unlimited time.

WCBS, Springfield, Ill.—Granted license covering move of studio and transmitter locally, 1210 kc., 100 w., share with WTAX.

WGL, Fort Wayne, Ind.—Granted license covering installation of new equipment, 1370 kc., 100 w., unlimited time.

KTAR, Phoenix, Ariz.—Granted authority for direct measurement of antenna input.

KFAC, Los Angeles—Granted extension of time for test period for 10 days from March 24.

WGBF, Evansville, Ind., WOS, Jefferson City, Mo., and KFRU, Columbia, Mo.—Granted authority to change hours of operation shown in existing time sharing agreement.

WPCC, Chicago—Granted suspension of Rule 145 until Commission decides case.

WFOX, Brooklyn—Granted extension of completion date of CP for one week from March 22.

KGGF, Coffeyville, Kans.—Granted renewal of license, 1010 kc., 500 w., share with WNAD, hours as follows: Sunday, 7:30 to 10:30 a. m., 1:30 to 5:00 p. m.; Monday, 11:30 a. m. to 2 p. m., 5 to 10:30 p. m.; Tuesday, 7:30 to 10:30 a. m.; 11:30 to 2 p. m.; 5 to 7:15 p. m. and 9:15 to 10:30 p. m. Wednesday, 7:30 to 10:30 a. m., 11:30 a. m. to 2 p. m.; 5 to 8:15 and 9:15 to 10:45 p. m.; Thursday, 7:30 to 10:30 a. m.; 11:30 a. m. to 2 p. m., 5 to 7:15 and 9:15 to 10:30 p. m. Friday, 7:30 to 10:30 a. m.; 11:30 a. m. to 2 p. m., 5 to 10:30 p. m.; Saturday, 7:30 to 10:30 a. m., 11:30 to 2 p. m., 5 to 9:30 p. m.

WNAD, Norman, Okla.—Granted renewal of license, 1010 kc., 500 w., shares with KGGF, hours as follows: Tuesday, 7:15 to 9:15 p. m.; Wednesday, 8:15 to 9:15 p. m.; Thursday, 7:15 to 9:15 p. m.

WPSC, State College, Pa.—Granted renewal of license, 1230 kc., 500 w. day, hours as follows: Sundays 9 a. m. to 1 p. m., 2 p. m. to sunset; Monday to Saturday, 11:45 a. m. to 12:15 p. m.; Monday, Tuesday, Wednesday, Thursday and Friday, 4 to 5:30 p. m.

Washington Visitors*

Frank Falknor, Doolittle & Falknor, Chicago
Frederick Leuschner and Frank W. Wozencraft, RCA, New York
Loyd Briggs, RCA, New York
L. C. Hinslea, Midwest Wireless Co., Cleveland
Quin A. Ryan, WGN, Chicago
Vera Burke, WMT, Waterloo, Ia.
Herbert C. Glover and H. V. Akerburg, CBS, New York
O. B. Hanson and G. McElrath, NBC, New York
Benedict Gimbel, Jr., WIP-WFAN, Philadelphia
E. N. Nockels, WCFL, Chicago
Kenneth Hathaway, Chicago
Hoyt B. and S. D. Wooten, Jr., WREC, Memphis
Arthur Batcheller, radio supervisor, New York
Peter McArthur, J. O. Maland, Charles E. Denny and Paul Loyet, WHO-WOC, Davenport, Ia.
M. J. Klein, Radio Guide, New York
A. Z. Moore, WKJC, Lancaster, Pa.
Glenn I. Tucker, RCA, New York
C. R. Cummins, WRAK, Williamsport, Pa. Pa.
A. B. Chamberlain, CBS, New York
Stanley Hubbard, KSTP, St. Paul
John Elmer, WCBM, Baltimore
D. R. Wallace and J. S. Estes, KGMP, Elk City, Okla.
Henry A. Bellows, WCCO, Minneapolis
Ronald Tashoff, WRAM, Wilmington, N. C.
George Bricker, WMCA, New York

A register of visitors at the offices of the Federal Radio Commission, the National Association of Broadcasters and BROADCASTING, *March 15-31.*

The following stations were granted authority to install automatic frequency control: WLBG, Petersburg, Va.; KGHL, Billings, Mont.; KMOX, St. Louis, Mo.; KFSD, San Diego, Cal., and WMAZ, Macon, Ga.

W2XDU, New York—Granted modification of CP extending commencement date of CP to April 1 and completion date to July 1.

W6XS, Gardena, Cal.—Granted modification of CP to change location of transmitter to 1076 W. 7th St., Los Angeles, and extend construction period from Jan. 1 to June 1.

The following stations were granted temporary licenses, subject to such action as the Commission may take on their pending applications for renewal: WCAD, Canton, N. Y.; WCAL, Northfield, Minn.; WLB-WGMS, Minneapolis; WRHM, Minneapolis; KFMX, Northfield, Minn., and KFWI, San Francisco.

WOAX, Trenton, N. J.—Granted temporary license subject to result of investigation now being conducted regarding control over station and financial ability of licensee and Commission's decision thereon.

KGCA, Decorah, Ia.—Granted temporary license subject to decision as a result of investigation now being conducted to determine whether station is operated at hours other than those authorized in license.

WCAO, Baltimore, Md.—Granted renewal of license for auxiliary transmitter to operate with 250 w., 600 kc., unlimited time.

WQAM, Miami, Fla.—Granted renewal of license for auxiliary transmitter to operate with 250 w., 560 kc., unlimited time.

WMCA, New York—Granted temporary license subject to such action as the Commission may take on pending application for renewal. Also granted renewal of license for auxiliary transmitter to operate with 250 w., 570 kc., share with WNYC.

Applications dismissed: NEW, Wade H. Dellinger, Charlotte, N. C.

Set for hearing: NEW, A. V. Tidmore, Hagerstown, Md.—Requests CP, 1210 kc., 100 w., unlimited time; WJW, Mansfield, O.—Requests CP to move transmitter and studio from Mansfield to 41 So. High St., Akron, O.

KMO, Tacoma, Wash. (Ex. Rep. 326)—Granted modification of license to change frequency from 860 to 1330 kc., reduce power from 500 w. to 250 w., and change hours of operation from limited to unlimited, sustaining Examiner Walker.

NEW, Eastern Ohio Broadcasting Co., New Philadelphia, O. (Ex. Rep. 338)—Denied as in default CP for new station to operate on 850 kc., 500 w., limited time, sustaining Examiner Walker.

MARCH 29

WRC, Washington, D. C.—Granted CP to install new 1 kw. transmitter.

WIOD-WMBF, Miami, Fla.—Granted CP to install new equipment and change power from 1 kw. day, 500 w. night, with 500 w. additional, experimental to 1 kw. day and night.

WWVA, Wheeling, W. Va.—Granted modification of CP to extend commencement date from Dec. 21, 1931, to March 21, 1932, and completion date from Mar. 21, 1932, to June 21, 1932.

WCCO, Minneapolis—Granted modification of CP approving equipment for 5 kw. transmitter.

KNOW, Austin, Tex.—Granted special license until after hearing covering removal of transmitter locally; 1500 kc., 100 w., unlimited time.

KFXJ, Grand Junction, Colo.—Granted modification of license to change hours from specified hours to: 8 a. m. to 2 p. m., MST, and 6 to 9 p. m., MST.

KDKA, E. Pittsburgh, Pa.—Granted permission to decrease the number of vacuum tubes in the last radio stage of transmitter from four to two.

KOL, Seattle, Wash.—Granted authority to operate a broadcast pickup station from April 6 to 9, inc., in connection with crew races.

KVI, Tacoma, Wash.—Granted authority to reduce power from 1 kw. to 500 w., for period of 2 weeks in order to repair generators.

WRAK, Williamsport, Pa.—Granted extension to April 1, 1932, for effective time of new time schedule.

KSO, Clarinda, Ia., and WKBH, La Crosse, Wis.—Granted authority to operate simultaneously during day hours.

W3XAU, Philadelphia, Pa.—Granted modification of CP extending completion date to Aug. 13, 1932.

W4XB, Miami Beach, Fla.—Granted modification of CP extending completion date to July 17, 1932.

Renewal of licenses: Regular renewal of station licenses were granted the following: WASH, Grand Rapids, Mich.; WOOD, Grand Rapids, Mich.; KFSG and KRKD, Los Angeles; KVOA, Tucson, Ariz.; WJAS, Pittsburgh.

KMA, Shenandoah, Ia.—Existing license extended to June 1.

KTW, Seattle, Wash.—Existing license extended to May 1.

Set for hearing: KRMD, Shreveport, La.—Renewal of license.

WNAX, Yankton, S. D.—Requests CP to install new transmitter and increase day power from 1 kw. to 2½ kw.

Application dismissed: Applications of WFAN and WIP, Philadelphia, for modification of license to increase power from 500 w. to 1 kw., scheduled for hearing April 1, dismissed from hearing docket.

Examiners' Reports . . .

WSYB, Rutland, Vt.—Examiner Walker recommended (Report 346, Docket 1437) that application for change to 1340 kc., 250 w. and unlimited time be denied on ground that applicant has failed to make maximum use of present facilities, failed to show need for change, financial showing not satisfactory, and shift would create interference.

NEW, T. F. Zelma, E. L. Pelletier and Harold T. Coughlan, Pontiac, Mich.—Examiner Hyde recommended (Report 348, Docket 1443) that application for CP to use 800 kc., 500 w. D., be denied on ground that evidence did not disclose a public need for station.

XUM

Radio Aids Circulation

(*Continued from page 9*)

silent again—Slowly he creeps step by step up the stairs—His fingers groping—feeling through the inky blackness around him" and so on. It is a human interest story, this man being sentenced to die for stealing a pair of shoes. One's imagination can picture the man taking the shoes—trying to escape —arousing the house — being trapped by the police—his trial and his conviction of first degree burglary and subsequent sentence to death in one of the states of the most progressive and modern countries in the world.

A child who has lost her dog; a girl who has been maltreated by her parents; unemployed being chased out of municipal parks by police; over-zealous brutality of the police acting without search warrants in some luckless citizen's home—all such little stories often lose their vivid, moving quality in cold print, but when broadcast by a newspaper man, using his powers of imagination, they can take a listener throughout the whole scale of human emotions.

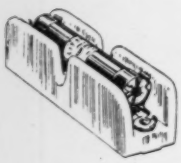
Then again, stories that are humorous are sadly neglected by most news commentators. After all, laughter is something stimulating. Most of us like to listen to a funny story and have a good chuckle. The Lenz-Culbertson bridge contest offered a laugh a day. When Mahatma Ghandi returned to India from London he brought with him a bicycle. Ghandi, with his little loin cloth and his skinny bare legs, peddling away for all he was worth along the bumpy paths of India, is a picture that surely can raise a smile.

The public wants news, given in its own way, by the right voice. It has been proved in Philadelphia by WCAU and the DAILY NEWS that *radio broadcasting is a benefit to newspaper circulation.*

PROTECT High Voltage Equipment with LITTELFUSES

Inexpensive - Renewable

Here is complete protection for transmitting tubes, amplifiers, rectifiers, oscillators and other high voltage equipment. Littelfuses are fibre enclosed, extremely quick acting, scientifically designed to suppress arcing.



Ranges, 1000, 5000 and 10,000 volts; 1/16, 1/8, 1/4, 3/8, 1/2, 1 and 2 amps. capacity.

Also made in low voltage ranges for meters and instruments. Write for instructive bulletin.

LITTELFUSE LABORATORIES
1780 WILSON AVE. CHICAGO, U. S. A.

Damm Wins Award

FOR THE best all-around newspaper promotion work done during 1931, the Milwaukee Journal, of which Walter Damm, manager of the newspaper's station, WTMJ, is promotion manager, has been awarded the Editor & Publisher silver loving cup by a jury of advertisers and agency men.

Correction

DUE to a typographical error, the advertisement of the DeForest Radio Company in the March 15 issue reported that "the complete DeForest units are now tested and calibrated at temperatures ranging from 0 to 20 degrees Fahrenheit." This should have read "the complete DeForest units are now tested and calibrated from 0 to 120 degrees Fahrenheit."

Drop in Gross Revenue Of RCA for 1931 Met By Operating Cost Cuts

GROSS income of $102,645,419 during 1931 and net revenue of $768,903 was reported by RCA in its annual statement to stockholders issued last month. The gross represented a 25 per cent decline from 1930, due to "general slackening in trade." This was met, it was stated, by a sharp reduction in operating costs. David Sarnoff, president, obtained approval from stockholders of a plan recommended by the directors for reducing capital by lowering the stated value of common stock from approximately $4.22 to $2 per share.

The report called attention to the advances in national and international broadcasting and to the fact that "ultra-short waves were made to perform a definite commercial communications service," the latter referring to the Hawaiian inter-island radiotelephone system. Television development was continued, the report said, and the belief was expressed that "television can best be brought into practical application on its own band of radio waves as a service additional to the established system of sound broadcasting."

No prediction was made as to the imminence of television, but attention was called to the experiments being conducted with a station atop the Empire State building in New York City, where RCA and NBC engineers are working on ultra-short wave television. "Television receiving equipment," the report added, "will be offered to the public when experimentation has demonstrated that a reliable and serviceable system of sight transmission of practical value can be assured."

THE 3RD STUDY OF RADIO NETWORK POPULARITY
BASED ON A NATION-WIDE AUDIT CONDUCTED BY
PRICE, WATERHOUSE & CO., PUBLIC ACCOUNTANTS

TAKE YOUR OWN COPY OF THE THIRD PRICE, WATERHOUSE SURVEY

Note These Facts !

Turn to pages 14 and 16. Run down the list to Wichita. Note the comparative standing of KFH. Note also its 16% gain in audience preference since the 1931 survey — one of two Mid-Western stations showing such a gain.

Then turn to page 26. Note here the degree of preference given KFH in comparison with all others attempting to serve this area.

KFH

KFH has won this high degree of audience preference through the outstanding quality of its programs— both chain and local—with which it serves its listeners.

WICHITA, KANSAS

KSTP

ST. PAUL MINNEAPOLIS

10,000 WATTS FULL TIME SCHEDULE. NORTHWEST'S LEADING RADIO STATION

Free Speech Plea In KGEF Appeal

Shuler Ruling Held Illegal; Answer to WBCM Filed

THE SAME freedom of speech permitted the press should be extended to broadcasters, counsel for the Trinity Methodist Church, South, former operator of KGEF, Los Angeles, contend in an appeal filed in the District of Columbia Court of Appeals from a decision of the Radio Commission Nov. 13, 1931, denying an application for renewal of license.

Three major arguments are advanced by Louis G. Caldwell and Arthur W. Scharfeld, attorneys for appellant, and Edward C. Caldwell, of counsel: (1) That the decision is unconstitutional; (2) that it violates Sections 29 and 11 of the Radio Act, and (3) that the Commission's findings are not supported by substantial evidence.

The brief not only charges the Commission with exercising a usurped censorship authority but contends that both the first and fifth amendments to the Constitution entitled broadcasters to freedom of speech and that the appellant was deprived of this right without due process of law.

Concerning the broadcasts of the Rev. Robert P. Shuler, pastor, whose utterances caused the station's deletion, the brief states that he "criticized the acts of public officials and public organizations over the radio. Not only were his broadcasts never scurrilous but at the hearing of the case he proved that practically everything was true."

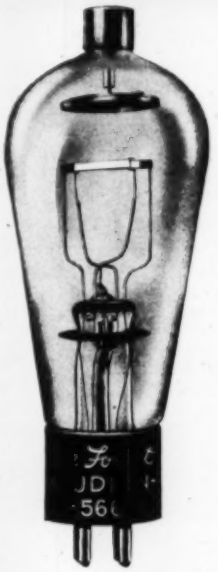
An answer to the appeal of James E. Davidson, operator of WBCM, Bay City, Mich., denied a modification of license, has been filed by Col. Thad H. Brown, as general counsel, and Duke M. Patrick, assistant general counsel, in behalf of the Radio Commission.

The Commission makes the point that the assignments of other stations to the 1410 kc. channel, occupied by WBCM, over a period of two years did not evoke any complaint from the appellant and that a transfer of the Bay City station to either the 920 or 940 kc. channel would violate the engineering requirements for geographical distances necessary between stations using the same frequency.

AN APPEAL to the 20,000 amateur radio operators in the United States to cooperate in the elimination of law infractions has been made by W. D. Terrell, director of the Commerce Department's radio division. Two violations predominate, he said, they are the "bootlegging" of call letters by amateurs who wish to avoid detection while adjusting sets and the indiscriminate playing of phonograph records.

The "bootlegging" of call signals is serious, according to Mr. Terrell, as it often results in innocent operators being wrongfully accused of frequency deviations. As for the continued broadcasting of phonograph records, the director said: "These self-appointed entertainers are working a hardship on other amateurs because they are depriving other amateurs of an opportunity to use their stations."

XUM



RECTIFIERS

Among the 57 types of tubes comprising the *complete* line of DeForest Audions are rectifiers for every receiving, transmitting and power amplifying purpose. And among the standard and special equipment designed and built by DeForest are *complete rectifier units* to take the place of unsatisfactory motor generators and haywire rectifiers. Knowledge and experience covering tubes and equipment alike assure maximum efficiency. Typical of DeForest rectifier technique are:

Type 566

A half-wave hot-cathode, mercury vapor rectifier tube providing ideal D.C. power from A.C. supply for transmitting and power amplifier work. Maximum inverse peak voltage applied to anode, 7500 volts. Due to special cathode construction with filament parallel to the plane of the anode —this construction applies to all DeForest rectifier audions—the flash-over voltage rating is much higher than with the usual type —66 tube. Maximum peak plate current is 0.6 ampere.

Type 572

Another half-wave hot-cathode, mercury vapor rectifier tube but of greater current-handling capacity than the 566. Ingenious construction tends to raise the flashover breakdown point beyond the usual type —72. This rectifier provides ideal D.C. power from A.C. supply. Maximum peak plate current, 2.5 amperes.

Type 569

This large sized hot-cathode, mercury vapor rectifier is rated at 20,000 maximum peak inverse volts, and 5 maximum peak amperes. It is popular in broadcast and commercial transmitters. DeForest engineers have redesigned the filament, introducing a flat W-shaped filament in place of the helical type. Also, the special DeForest nickel-cobalt filament is employed. Greater emission, freedom from sagging, elimination of filament shooting, constant uniformity and longer life are thus obtained.

Write for data covering the *complete* line of DeForest transmitting and receiving tubes. And remember, DeForest designs and produces both standard and special units for transmitting, amplifying, frequency monitoring, frequency controlling and television purposes.

de Forest
(AUDIONS)
RECEIVING AND TRANSMITTING TUBES

DEFOREST RADIO COMPANY
PASSAIC » » « « NEW JERSEY

Articles on Radio Law
and a
DIGEST *of*

Regulations of the
Federal Radio Commission
Decisions of the
Federal Radio Commission
Radio Cases
in the United States Courts
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THE JOURNAL OF RADIO LAW
Published Quarterly
$5 Per Year U. S. $5.50 Per Year Foreign
AIR LAW INSTITUTE
Northwestern University Law School
CHICAGO, ILL.

KGGF Move Approved

REMOVAL of the studio of KGGF from South Coffeyville, Okla., to Coffeyville, Kans., thereby effecting a transfer of the station from the third to the fourth zone, was authorized by the Radio Commission March 18.

More Time Granted

INCREASE in hours of operation from sharing with WJAK, Elkhart, Ind., to simultaneous daytime operation and equal time division at night was granted WLBC, Muncie, Ind., by the Radio Commission March 18. The station operates with 50 watts on 1310 kc.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 28th and 13th of month preceding issue.

Situations Wanted

Newspaper advertising and promotion man—Highest sales in organization. Now employed large newspaper. Wants permanent connection. Can completely service accounts, handle publicity, write continuity, direct programs, prepare surveys. Age 30, married. BROADCASTING Box 18.

Wanted — position as engineer. Have handled all classes of broadcasting and short wave equipment, including 50 kw. Seven years in present position with one of the nation's foremost groups of stations. Capable of taking charge of technical operations of station of any size. Present employers will furnish excellent reference. Box 17, c/o BROADCASTING.

The HAY·ADAMS House

WASHINGTON, D. C.
(Opposite White House)

HOTEL—APARTMENT

Reservations Now Being Made

From one room and bath to 7 rooms and 3 baths.
Electric refrigeration, running ice water.

TRANSIENT TARIFF

Single Rooms from $4.00
Double Rooms from 6.00
Larger Suites in Proportion

NATHAN SINROD
Manager

The Other Fellow's Viewpoint...

UP-KNX Tieup

To the Editor of BROADCASTING:

We notice a story and editorial in your current issue of BROADCASTING on News Services and KNX.

The KNX-UP association is nothing new to KNX. It arises out of the fact that for a long period I owned the LOS ANGELES EXPRESS and as owning that paper had associated with it the broadcast station KNX. During this period we used our UP news for broadcast material.

Last year I sold the EXPRESS to Hearst but kept the broadcast station. From my long friendly association with the UP and because of the fact that there could be no objection from the new owners of the EXPRESS as our sales agreement covered the matter, we continued to get UP through their Hollywood Bureau. I cannot state what the United Press attitude is toward broadcast because of the fact that my association with these boys comes from my long years of friendly contact with them in the publishing field.

As a broadcaster we can only hope that the news associations and the newspapers will forget their unwarranted antipathy against broadcast. The broadcasters and publishers neither can gain anything from bitterness and harsh words. We both would be ahead if we had a greater spirit of cooperation.

We broadcasters always have had the kindliest feelings for the press and I trust that the press will realize shortly that if they work on the same basis that they will be more successful than fighting.

Very truly yours,
GUY C. EARL, Jr.,
President, KNX,
Los Angeles, Cal.,
March 17, 1932.

Statement by UP

To the Editor of BROADCASTING:

In your issue of March 15 there appeared a story to the effect that United Press news service was being furnished to Station KNX in Los Angeles under a three year contract, and that heads of the United Press had decided there was no logical reason why their service should not be sold regularly to broadcasting stations. You also printed an editorial in which you commented on the alleged decision of the United Press to make its news available to broadcasters.

The assertion that the United Press has made any decision whatever to sell its news report to broadcasting stations is erroneous. No such decision has been made, and no such step is contemplated. There is no three year contract between the United Press and KNX. We are proceeding on a temporary basis which derives from Guy Earl's former association with the LOS ANGELES EXPRESS which used to operate KNX, under Earl's ownership. KNX gets copy edited by our Hollywood bureau with the idea that it will dramatize the news, somewhat in the style of the "March Of Time" program. The proposition is entirely within control of the United Press; the power to terminate it rests with us and may be exercised at any time.

The United Press has not formulated any fixed radio policy and will not do so until the ANPA has had an opportunity to work out a solution of the entire problem. The only radio plan we have is to meet the desires of our newspaper clients. Therefore, we let our clients broadcast UP bulletins over their stations, or stations with which they have some arrangement, provided no other client within range of the broadcast objects. Such broadcasts must not be associated with any advertising sponsorship, but credit must be confined to the paper and to the United Press. For a number of months the United Press has not directly released any news bulletins over either of the national broadcasting chains.

Sincerely yours,
HUGH BAILLIE,
Executive Vice-President,
United Press Associations,
New York City.
March 21, 1932.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

EDGAR H. FELIX
202 Beechwood Road
Ridgewood, N. J.
Field Intensity Surveys
Allocation and Station
Management Problems

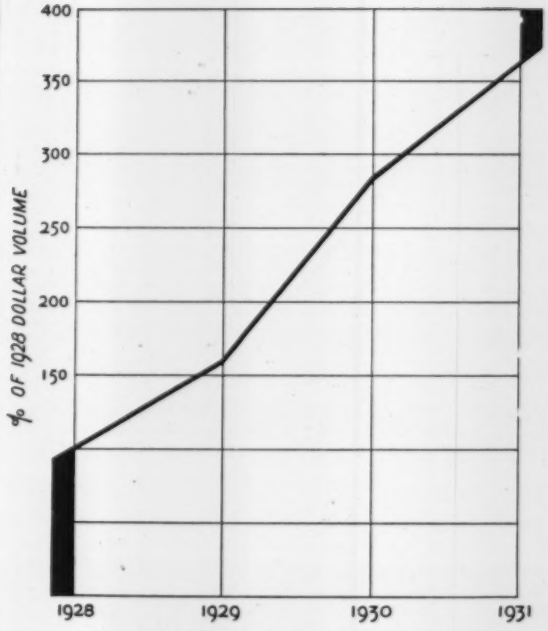
Doolittle & Falknor, Inc.
Radio Engineering and Manufacturing, Commercial Coverage Surveys, Field Intensity Surveys.
Directional Antenna Installation, Complete Engineering Surveys.
1306-8 W. 74th St., CHICAGO, ILL.

CFRB Gets 10 kw.

OFFICIAL notice has been received by E. S. Rogers, manager of CFRB, in Toronto, Canada, that the Dominion Government has authorized the station to increase its power from 4 to 10 kw., effective April 1. The station is one of the Canadian outlets of CBS.

XUM

THE AUDIENCE VALUE OF BROADCASTING TIME IS IMPORTANT



The Dollar Volume of KDKA and WBZ-WBZA Local Commercial Accounts is Growing Steadily.

It tells you what you are getting for your Broadcast Advertising dollars—important information you are entitled to have.

It is Audience Value—not Coverage—that determines the justness of a station's time charges.

The Westinghouse Yardstick of Audience Value gives this important information that advertisers need. It can be applied impartially by any station. It has been applied in the Pittsburgh area and in New England to accurately determine the actual listeners to stations KDKA and WBZ-WBZA.

The results prove that KDKA and WBZ-WBZA have audience markets that do yield profitable returns.

Advertisers are profiting by Broadcast Advertising from Westinghouse Radio Stations. Other advertisers are signing up to share in the profits that result from the effectiveness of this primary advertising force, as evidenced by the steady growth of sales of local commercial accounts for KDKA and WBZ-WBZA.

Before you invest in Broadcast Advertising ask about the Audience Value of the time you buy. We have this valuable information for Westinghouse Radio Stations KDKA and WBZ-WBZA.

Inquire at any one of our commercial offices.

BROADCAST ADVERTISING—A PRIMARY ADVERTISING FORCE

WESTINGHOUSE RADIO STATIONS

WBZ-WBZA	KDKA	KYW-KFKX
990 Kilocycles	980 Kilocycles	1020 Kilocycles
Boston, Mass., Hotel Bradford Springfield, Mass., Hotel Kimball	COMMERCIAL OFFICES Pittsburgh, Pa., Hotel William Penn	New York, N. Y., 50 E. 42nd St. Chicago, Ill., 1012 Wrigley Bldg.